



Directive,

# B2B Success Stories

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# Introduction

## About This Book

Directive is a B2B search marketing agency dedicated to growing businesses around the world. In our 4 years of business, we have had the opportunity to generate substantial results for a number of high-profile brands. In this book, we will go over the goals, strategies, and results of a few of our clients.

### Why Search Engine Marketing?

Companies have more opportunities than ever to gain valuable search engine market share. Whether it's organic rankings, placements on directories, paid advertisement, or lead generation content, the best way to beat your competitors is by increasing your presence throughout the buyer's journey.

### Companies Featured In This Book:



# Success Stories



## Cyber Security

### Marketing Goals

SentinelOne was seeking overall organization and visibility into their investments in PPC, paid social, and SEO. They were looking to drive leads and awareness through their digital campaigns.

### Directive Approach

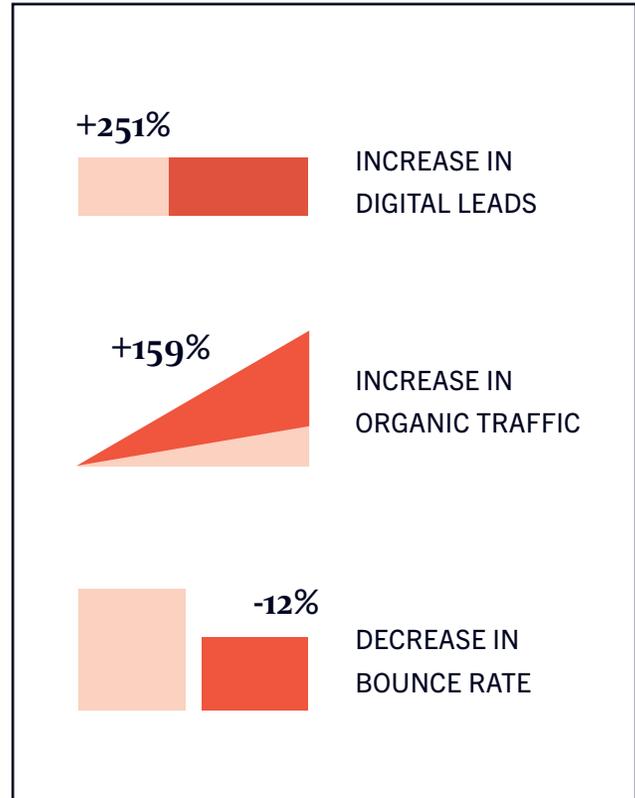
By targeting niche audiences via high-engagement blogs, we were able to identify their audience's content expectations and back our way into developing a research-driven content strategy. We built custom, individual landing pages for unique ad campaigns and leveraged their third-party reports to drastically increase conversion rates. We developed a content strategy that targeted recent news events to generate traffic related to new viruses, cyber threats, and other trending topics.



Directive began their engagement with us in June. Since that time, we went from ranking for 8 keywords in the top 10 positions to ranking for 51 keywords, according to data we receive from SEMrush. When comparing organic users from Q3 and Q4 of 2016 to Q3 and Q4 of 2015, we saw a 128% increase with 51,707 users compared to 22,647. Comparison data for leads for PPC and SEO is unavailable because tracking was set up during the Directive project in June.

**Sarah Vanier**  
Sr. Director of Marketing

## Results





## MES Software Solutions

### Marketing Goals

Aegis Software was looking to drive quality leads from each region. North America to start, and then start expanding into Europe and – lastly – Asia.

### Directive Approach

We drove a drastic increase in organic traffic by improving the query targeting and technical optimization of title tags, header tags, and descriptions to improve organic ranking and click-through-rates. We also took up SERP market share for their most profitable keywords through on-page technical SEO coupled with targeted PPC ads to take up more market share on high-traffic SERPs. To ensure we were increasing ROAS (Return on Ad Spend), we built detailed lists of visitors and their interactions with the website. We then segmented their visitors by buying stage and targeted them with relevant copy across the correct channel.



I've seen improvement in a lot of different areas. We're tracking a whole slew of metrics, and they're almost all up because of Directive's work. I was seeing positive results within the first 30 days. We were definitely getting results I could brag about within 60 days.

**Shaun Black**

Director of Global Marketing

## Results

+148%



INCREASE IN  
CONVERSIONS

-147%



LOWER  
ADWORDS  
CPA

+457%



INCREASE IN  
MONTHLY  
PAID LEADS



## Protective Case Company

### Marketing Goals

Pelican needed a partner with deep B2B expertise that could get them a massive bump in digital leads from their pay per click campaigns without increasing spend.

### Directive Approach

We began their campaigns by restructuring their ad groups into SKAGs (single keyword ad groups) so that we had granular control of each ad experience. From there, we developed custom landing pages for each ad group that told Pelican's story in a compelling manner and differentiated their world-class products. Currently, we are experimenting with new bid strategies, innovative Adwords experiments, and further optimization of different stages of their funnel.



They cleaned up any issues we had with our AdWords. We've seen an increase of leads up to 30% and were able to start new campaigns, such as targeted funnel campaigns. I like their agility, the collaborative nature of their team, and their proactive approach. My account manager is always available to answer my questions and is very flexible. I have a feeling that I'm part of it all.

**Tiffany Wakimoto**

Digital Marketing Manager

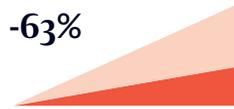
## Results

+30%



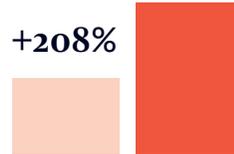
INCREASE  
IN LEADS

-63%



DECREASE  
IN  
PPC CPA

+208%



INCREASE IN  
PPC  
CONVERSION  
RATE



## Electrical Manufacturing

### Marketing Goals

Total Phase's main challenge was building a competitive business in the field, using a limited budget. Some of their competitors are big corporations, so they needed to be creative in terms of marketing endeavors and spending. It was very important for Total Phase that the strategies emphasized increasing actual revenue and leads for their business – returns are not only necessary, but vital for a growing business on a limited budget.

### Directive Approach

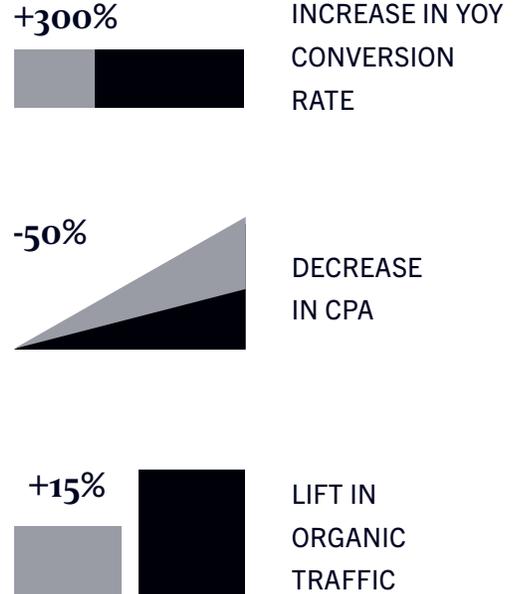
By improving and optimizing their organic campaigns through technical optimization and intensive keyword research, we were able to better target niche audiences. We also restructured their paid accounts and developed new dedicated ad groups with custom landing pages to streamline the buyer's journey and increase quality conversions. On top of that, we developed original, keyword oriented content for their site and then used CRM data to formulate a custom content strategy across Facebook, LinkedIn, and Twitter.



During the last month, I received 20,000 organic visits, which is 15% better than any other month before that. On the pay per click side, the cost per conversion has been driven down by well over 50%. I think that this is quite remarkable and due to Directive's work. I now need to reallocate those funds to even more of the same work. My aim is not to save money, but to get more sales.

**Gil Ben-Dov**  
CEO

## Results





## Cloud-Based Project Management Software

### Marketing Goals

eSUB had worked with other small, one-man shops before which had some experience in SEO and PPC. But they weren't generating a solid return on investment. They approached Directive Consulting to revamp their entire digital approach — starting from the very beginning in building a keyword strategy.

### Directive Approach

We optimized their most profitable pages by targeting keywords that were further along in the buyer's journey. From there, we built backlinks to build page authority and increase rankings. We used third-person ad copy to increase conversions from paid ads and decrease the perception of self-promotional advertisements. By increasing their digital presence via advanced retargeting campaigns, we were able to earn a 1:1 ROI, generating drastic sales growth.

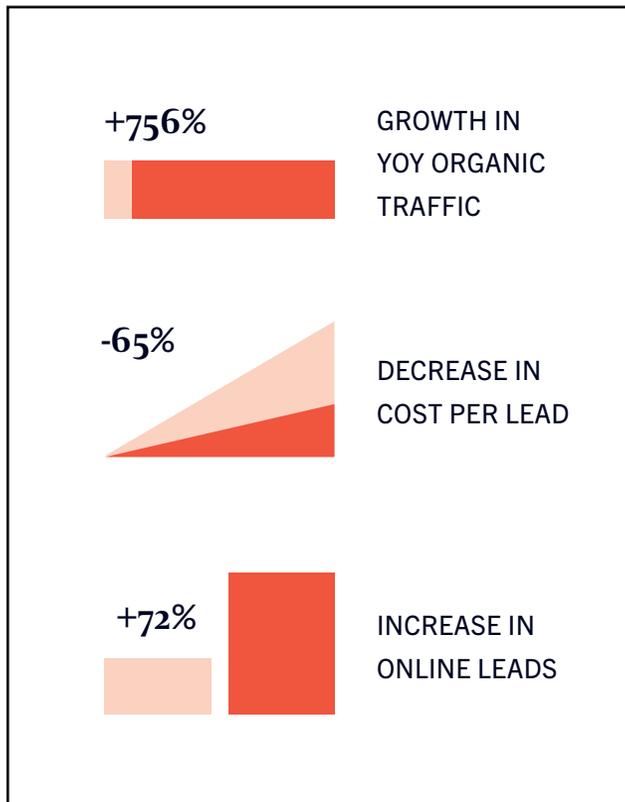


Over the last month, we've reached new levels of organic traffic on our website, and we're starting to see higher conversion rates from our pay-per-click and landing page efforts. We've seen an increase in conversion rates, and have closed a deal with one business as a result of increasing our rankings on our 2 landing pages. In terms of organic results, we've generated the highest number of demo requests of all time, during last month. It was a 20-30% increase which resulted in more business. Over a short period, we've seen a return on investment through Directive's work.

**Tyler Riddel**

VP of Marketing

## Results





## Fleet Management Software & Hardware

### Marketing Goals

GPSTrackit's challenge was building a competitive business in the field, using a limited budget. Some of their competitors are big corporations, so they needed to be creative in terms of marketing endeavors and spending. It was very important for GPS that the strategies emphasized increasing actual revenue and leads for their business – returns are not only necessary, but vital for a growing business on a limited budget.

### Directive Approach

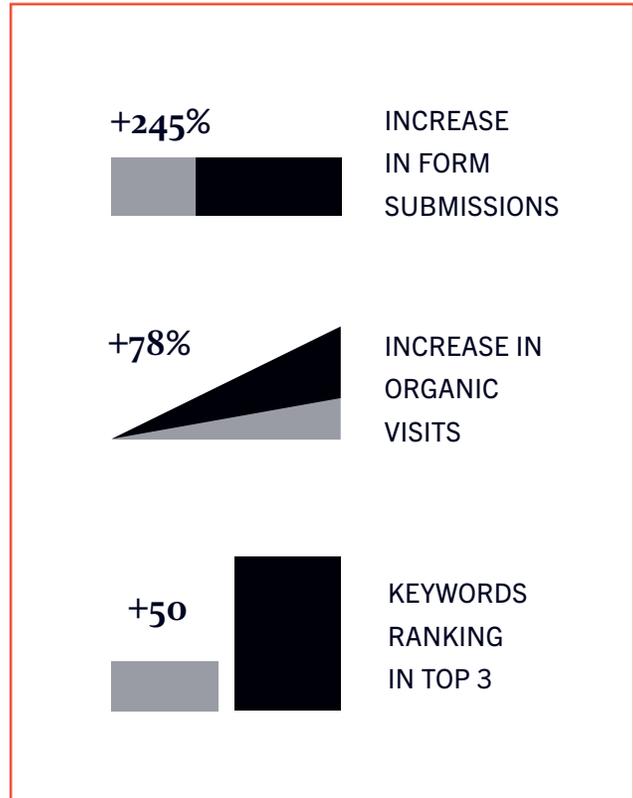
We restructured their site architecture to improve keyword rankings and create a user experience that encourages conversion. By improving keyword performance for their most profitable search queries, as well as targeting those same queries with paid ads, we also generated initial traction with early stage leads. Lastly, we developed a multi-channel content marketing strategy to post and promote content organically and via social media to generate demand.



Outside of conversions, we have seen an increase for the return-on-investment given by our landing pages. Our ranking has been increasing steadily after the site launch, which was surprising to us. Usually, at this point in the relationship with an SEO company, there comes a period of excuses and requests to wait for 3 months before seeing any kinds of results. Directive Consulting has handled back-linking behind-the-scenes and worked on our pay-per-click campaign, optimizing our keywords and moving the budget around. This made a significant difference.

**Kursti Martinsen**  
Marketing Manager

## Results





## Hr Management Software

### Marketing Goals

ClearCompany was looking to improve the conversion rates of their paid campaigns as well as the conversion rates of their on-site landing pages. As the conversion rates increased, they were looking for a decrease in CPA as well.

### Directive Approach

We used dedicated landing pages and single keyword ad groups for all of their products. Increasing their conversion rates across the board. We optimized their Capterra bid strategy and built dedicated landing pages for Capterra as well. Using the same theories that improved performance in their paid campaigns, we then began converting organic traffic at a much higher rate.

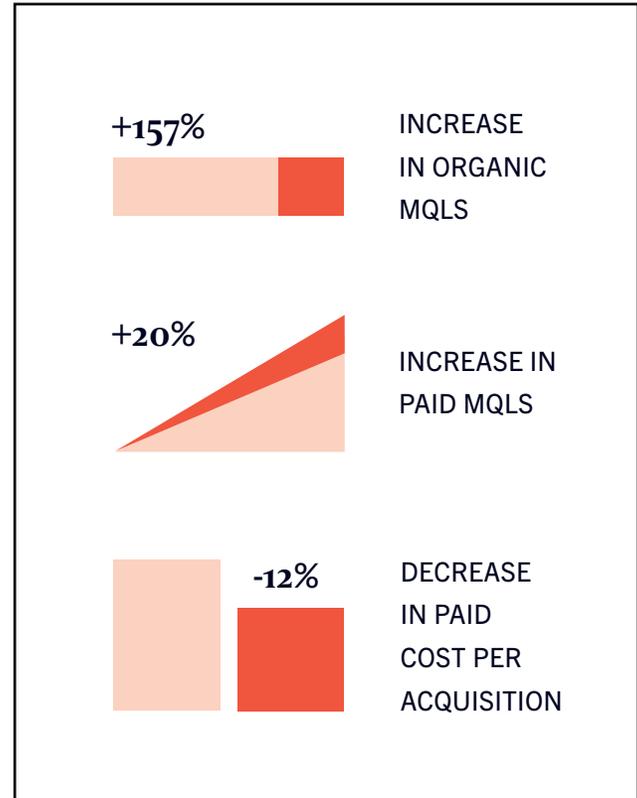
“

Our cost per acquisition has gone down and the number of prospective customers that we're able to get in front of has increased – so across the board we're really happy.

**Sara Pollock**

Director of Marketing

## Results





## Auto Insurance

### Marketing Goals

Freedom National had worked with agencies in the past but felt like they were not getting the attention they deserved. They wanted to find an agency that would increase their relevant organic traffic and drastically decrease their cost per lead in paid channels.

### Directive Approach

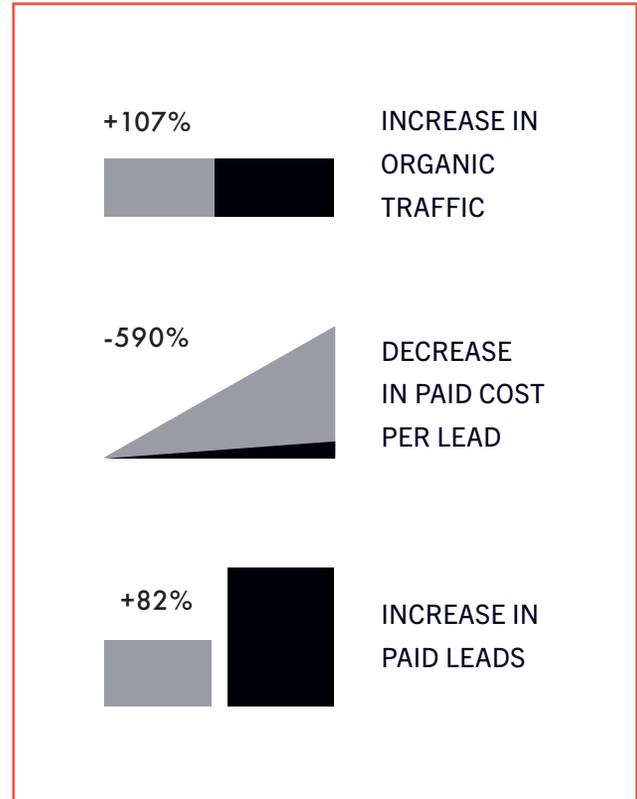
We paired our keyword research with a competitive analysis in order to discover keywords that they could rank for. We also mapped out more aggressive keywords to go after as their website gained authority over time. For paid, we analyzed historical data and launched fresh campaigns that performed well off the bat. We took their performance to the next level by designing custom landing pages that drastically increased their conversion rates.



There have been substantial increases on the paid search side, and a decrease in the cost for acquisition of new users. The team has been excellent to work with and is consistent, not to mention always available for any questions. They're experts in their field, and it's evident throughout the process.

**Amber Gazda**  
Marketing Director

## Results



# Contact Us

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You can also fill out the free consultation form at  
[directiveconsulting.com](http://directiveconsulting.com)