



SEO & PPC Campaigns for Communication Software Co.

PROJECT DETAILS

 SEO & PPC

 Jan. 2019 - Ongoing

 \$10,000 to \$49,999



"The team provides a clear roadmap for what they want to accomplish and how they plan to do it."

PROJECT SUMMARY

Ignite Visibility took over SEO and PPC services when two previous companies failed to deliver. They transitioned to a new strategy and now help with tasks like knowledge placement and guest posting.

PROJECT FEEDBACK

Ignite Visibility holds weekly meetings and communicates regularly, keeping focused on long- and short-term goals. Their work has increased conversion rates from 7.5% to over 10% and impression share from 33% to 60%. SEO is a bit slower, but the partnership is still fruitful.



The Client

Introduce your business and what you do there.

I'm the senior manager of digital and demand generation for Quip, a customer service messaging technology software. We enable different channels for businesses to communicate with their customers, such as text, web chat, AI, and bots.

The Challenge

What challenge were you trying to address with Ignite Visibility?

We needed an SEO and paid management partner who could grow our business as quickly as possible. We wanted them to do our lead gen and manage our online presence.



Roy Hegger

Sr. Mgr Digital & Demand Gen,
Quip



Software



11-50 Employees

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

Ignite Visibility did a keyword analysis and reviewed our campaign structure. They identify knowledge articles we should procure and help with backend strategies and guest posting. Before them, we'd worked with another firm, so Nick (Paid Media Specialist, Ignite Visibility) evaluated that existing structure and eased us out of it and into a better plan.

What is the team composition?

We have one main account manager and one specialist each for SEO and paid management.

How did you come to work with Ignite Visibility?

We'd worked with two previous vendors, but neither accomplished what we were paying them for. So, our team began reviewing other companies, having phone calls and discovery sessions with a few different agencies. We narrowed it down to three and eventually chose Ignite Visibility.

How much have you invested with them?

We've spent a total of \$78,000. We spend \$5,700 a month on SEO and about \$1,500 on paid management.

What is the status of this engagement?

We started working together in January 2019, and the partnership is ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

SEO has been a bit slow to get going, but that's mostly because of our internal team. For paid, our conversion rates have gone from 7.5% to more than 10%, which makes a big difference. Impression share has also increased from 33% to over 60%.

How did Ignite Visibility perform from a project management standpoint?

We have weekly meetings where they provide an outline and summarize what we talked about, focusing on long- and short-term goals. I talk with Nick multiple times a day, and we also use Basecamp to track project progress.

What did you find most impressive about them?

Nick has been a critical component of our success; he's dedicated to our project success and is always available. The team provides a clear roadmap for what they want to accomplish and how they plan to do it.

Are there any areas they could improve?

I'd like to hear more about their other customers' successes to better see how Ignite Visibility is on the leading edge of their field.

Do you have any advice for future clients of theirs?

Be honest about what you need and clearly outline roles and responsibilities.

