



**Level (3)<sup>®</sup>**

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**PAID SEARCH + INSIGHTS = 276% ROI**

SEARCH ENGINE MARKETING GOLD KEY 2012 ENTRY



# MAKE YOUR PRESENCE KNOWN

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**Context.** Level 3 is implementing a corporate strategy to gain traction in the mid-market telecommunications arena. By restructuring their enterprise level products, the company is gaining ground but lacks brand recognition and credibility with this audience.

**Audience.** Businesses with monthly telecommunications budgets between \$5,000 and \$25,000.

**Objective.** Utilize paid search marketing and landing page optimization to increase sales within the mid-market telecommunications space, tracking each sale back to the user's original search query. Gather insights from sales attribution to continually improve the campaign.

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# CAMPAIGN CHALLENGES (ADVERSARIES).

{1}

## **Complex sales funnel.**

Level 3 maintains large sales teams across multiple regions and products.

Data inconsistencies and complexities between sales funnels create difficulty for lead attribution.

{2}

## **Fragmented systems.**

Level 3 is running on multiple fragmented systems that manage leads, opportunities, products and customers.

Accurate data collection and lead attribution is challenging between so many systems but critical to ROI calculation.

{3}

## **Long sales cycles.**

As is common in B2B, Level 3's sales cycles can range from a few months to multiple years. This poses challenges with tracing leads to their original sources along with details regarding the user's initial engagement - both key objectives of the campaign.

{4}

## **Complex products.**

Level 3 is transforming products traditionally reserved for the world's largest businesses into offerings targeting mid-market companies. This creates inherent complexities in functionality and lingo outside the target audience's context. The historical rate at which visitors turn into leads has been poor as a result.

# WHAT'S OUR STRATEGY?



## STEP 1

### Discovery.

Conduct in-depth discovery sessions with stakeholders, sales teams, customer representative and product developers.



## STEP 2

### Identify anxieties.

Identify the target audience's major anxieties preventing them from engaging with Level 3's mid-market offerings.



## STEP 3

### Creativity kills anxiety.

Apply creativity to reduce the target audience's anxieties through PPC targeting & landing page development.



## STEP 4

### Validate through data.

Implement accurate, comprehensive tracking to attribute leads, measure user engagement and validate keyword selection and creative assumptions.



## STEP 5

### Actionable insights.

Gather insights from data in order to improve the campaign and other marketing efforts.



# CREATE. IMPLEMENT. PRODUCE.

Big Footprint engaged Level 3 in spring of 2011 to accomplish the stated objective. The foundational planning and building stage was completed by May 2011 and final campaign results were ready by September 2011.

## *Discovery.*

Big Footprint created a discovery process that analyzed all stakeholders of Level 3's product offering in order to:

- Identify search terms and trends
- Uncover the audience's anxieties
- Formulate messaging and selling proposition

## *Creativity.*

The discovery process identified contract buyouts as the largest anxiety of potential clients. To address this large financial barrier, an existing "5 months free" offer was spun as a "contract buyout" selling proposition that proved very successful in driving conversions.

## *Mediums.*

Big Footprint purchased paid search traffic through Google, Yahoo! and Bing using keywords identified during our research. Conversion optimization tools were implemented in order to generate recommendations based on data collected around user engagement, leads and resulting sales. In addition, Big Footprint developed a custom tracking solution integrating Level 3's various systems with our phone tracking and optimization software in order to trace closed sales back to an original search query.

## *Tactics.*

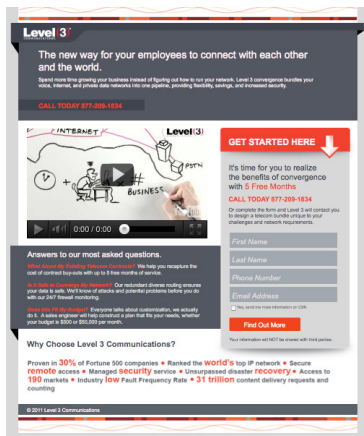
Specific tactics were employed by Big Footprint during the campaign to maximize leads and improve sales:

- Identified long-tail keywords using Big Footprint's algorithm-driven "Targeting Value"
- Developed custom landing pages
- Optimized landing page design using automated visual attention heat maps
- Architected landing page copy to address user's thought processes
- Implemented click-to-sale tracking
- Implemented keyword-level phone tracking
- Developed full video usage tracking
- Optimized ad copy
- Conducted A/B split testing on landing page features

# SHOWCASE TANGIBLE EXAMPLES

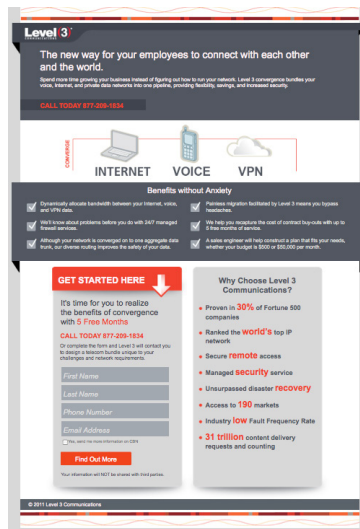
Successful paid search marketing requires a strategy far beyond keyword selection and bid management. Big Footprint's holistic approach to this campaign emphasizes the entire customer buying cycle, from query, click and selling proposition to closed sale. PPC is no longer a source for driving traffic, it is a medium to gather insights about your market and apply those to business decisions.

## Variation A



Percent of Leads<sup>1</sup> 43%  
Relative Page Engagement<sup>2</sup> 76%  
Relative Video Engagement<sup>3</sup> 100%

## Variation B



Percent of Leads 26%  
Relative Page Engagement 27%  
Relative Video Engagement 0%

## Variation C *click for live view*



Percent of Leads 31%  
Relative Page Engagement 100%  
Relative Video Engagement 65%

<sup>1</sup>Percentage of overall leads generated from this page

<sup>2</sup>Relative measure of user engagement based on pages per visit and bounce rate

<sup>3</sup>Relative measure of user engagement with the video based on the number of views beyond a certain hurdle point

# RESULTS NUMBERS TALK

Seriously though, what else matters?

**250%**

## **INCREASE IN AD CLICK-THROUGH-RATE.**

Relative to PPC campaign performance prior to Big Footprint's project, the rate at which searchers clicked a Level 3 ad increased by 250%.

**239%**

## **INCREASE IN HIGH-QUALITY-SCORE KEYWORDS.**

Keyword quality scores assigned by search engines indicate the ability to purchase clicks for lower cost as a result of high relevance. This metric increased by 239% throughout the campaign.

**321%**

## **INCREASE IN LEAD\* CONVERSION RATE.**

Through improvements to the quality of traffic and A/B testing of landing page design, layout, messaging, marketing assets and selling proposition, Big Footprint increased the conversion rate by 321%.

**-77%**

## **DECREASE IN COST-PER-LEAD.**

By increasing conversion rates and media cost efficiency, cost-per-lead decreased by 77%.

**276%**

## **MARKETING RETURN ON INVESTMENT BASED ON ALL COSTS AND CLOSED SALES.**

Big Footprint achieved an impactful increase in sales within the mid-market telecommunications space and traced each sale back to an original click. Not only did this provide tangible return on investment, it generated marketing insights that continue to be applied to business decisions within Level 3.

\*Lead = contact form or phone call

# LEADERSHIP AT BIG FOOTPRINT

Big Footprint knows that to be successful online, your website/digital campaign needs to be visible to search engines. If it's not, you're invisible to potential customers and their money. Today, over 80% of online traffic starts at a search engine. Users are not only selecting vendors and services, they're conducting extensive research about you, your brand, and your competitors to gain the critical insight and information that will guide their decisions. Our work helps attract targeted traffic, and ultimately customers, making a lasting impact on your bottom line. **When leads are this valuable, search-engine-friendly is the only way to be.**

## ***Nick Yorchak: SEO Lead, Founder & President***

Nick Yorchak is the President and Founder of Big Footprint. Through a focus on SEO friendly design and development, client education, social media and content marketing, Nick has been driving targeted traffic, generating leads, and translating web analytics since 2005. A seasoned SEO expert, Nick has attained top organic rankings for a variety of B2B and B2C companies ranging from Fortune 500 industry leaders to startups and non-profits. As a recognized thought leader and member of SEMPO and BMA, Nick has spoken at industry events and panels on the topic of search engine optimization, and his unique story was featured in the New York Times in 2010.

## ***Zach Randall: PPC Lead, Vice President***

Zach Randall joined Big Footprint as a partner to assist in the development, launch and management of our agency-partnership business. As a top Denver-based digital media consultant specializing in online traffic and revenue strategies, Zach has worked in the digital marketing space since 2005, servicing a range of clients and working with a number of startups on business development. He specializes in strategic planning, PPC management, traffic optimization, social media integration, and analytics. Zach also has extensive experience in local paid and organic search, website & landing page development, digital product development, affiliate marketing, and search engine optimization.