

## Search Engine Marketing Case Study: Fios, Inc.



### Overview

Fios is a leading provider of electronic discovery services & technology for legal teams. Fios had managed to maintain a solid market position despite a prolonged marketing hiatus spurred by lavish spending on ineffective strategies during the dot-com boom. Eventually, Fios brought on a new marketing team and they quickly determined that search engine marketing would be a cost-effective strategy and a key element in Fios' marketing mix. In the short term, the team wished to quickly demonstrate to the rest of the organization that their marketing dollars were paying off with tangible results. Long term, Fios really wished to develop their brand by positioning themselves as an industry leader, and engage their target audiences by launching Fios-sponsored resource sites aimed at key markets which could be leveraged to "own" search results for a wide array of relevant searches. Amplify Interactive was asked to provide an integrated approach which would help Fios re-launch FiosInc.com & additional Web properties to search engines, to generate sales leads, and to help grow Fios as a brand online.

### Objectives

- Improve search engine rankings for FiosInc.com, and drive targeted traffic to the site
- Generate sales leads for Fios
- Increase awareness with target audiences
- Additional properties: Drive targeted traffic via search engines & establish as industry resource 'hubs'
  - DiscoveryResources.org: electronic discovery resource site
  - ComplianceResources.org: Legal aspects of corporate regulatory compliance

### Challenges

- Due to bad experiences, the Fios culture didn't have much respect for marketing, so demonstrating marketing ROI was imperative
- FiosInc.com was little more than a brochure site with little interactivity or lead capture mechanisms
- DiscoveryResources.org & ComplianceResources.org were both brand new sites that organized & linked to great content, but didn't actually host much content

### Strategy

- Fios Inc.
  - Promote via SEO, PPC programs, and link development.
  - Create lead capture mechanisms, and leverage useful content (webcasts, papers, etc) in PPC & link development campaigns

- Promote DR.org & CR.org with SEO and link development
  - SEO: Since neither site contains much native content, careful attention was paid to make both into directories, which categorized content into logical themes, and provided search engines with enough descriptive content to put the links into context
  - Link Development: As resource sites, DR.org & CR.org are an easy sell for link development. AI & Fios worked together to design an intensive link development campaign to establish DR.org & CR.org as resources, boost search engine results, and to ID and solicit other experts in the space for content contributions

## Fios, Inc. - Results

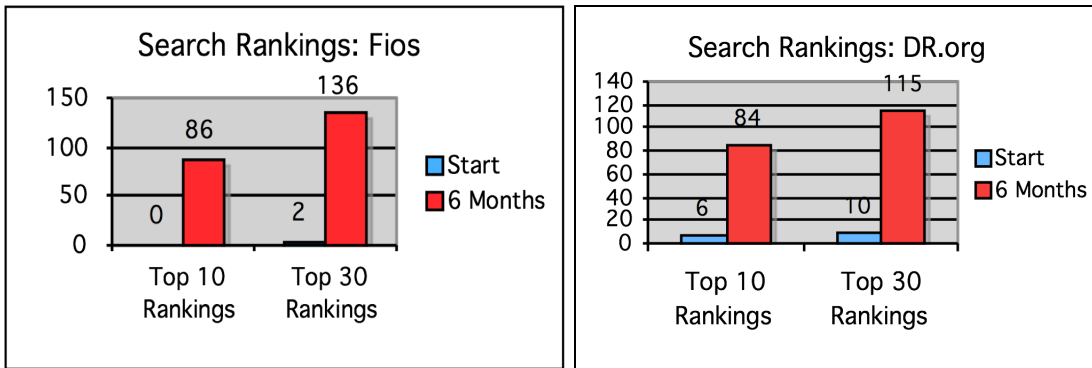
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### Outcome

The Fios marketing team has been extremely happy with the results of the campaign.

### Search Engine Results & Site Traffic

- All of the Fios sites have achieved a significant increase in search engine rankings and traffic from search engines
  - Fios: Search engine traffic has grown 205% to date
    - PPC programs experience excellent conversion rates at around 10%
    - 43% of Fios visitors either download a paper or register for a webcast
  - DiscoveryResources.org: Search engine traffic has grown 1,188% to date
  - ComplianceResources.org: Search engine traffic has grown 906% to date



## Inbound Links

Links are one of the best methods for measuring online awareness and overall visibility. Links from relevant sites are seen as “votes” for a site by search engines, and factor into rankings. Link development has played a key role in marketing DR.org & CR.org, and the strategy has paid off with targeted traffic, search rankings, a number of strategic relationships, & sales leads for Fios.

- Link referrals + search traffic now comprise over half of the traffic to DR.org & CR.org
  - DR.org: 58% of monthly visitor sessions
  - CR.org: 52% of monthly visitor sessions

