

Relevante Marketing helps Visum find New Customers Online

Scenario

Visum came to Craig Rentmeester, owner and manager at Relevante Marketing, with internet marketing problems. Visum didn't know how many visitors its site was getting, where visitors were coming from, but they knew they weren't getting much traffic.

After conducting a thorough evaluation of Visum's current web site, advertising campaigns, search rankings, and competitors, Relevante Marketing created an affordable, step-by-step plan to overhaul Visum's internet marketing efforts.



Services Provided

- Research
- Web site re-design
- Analytics
- PPC Management
- Web site Maintenance

Project Goals

- Install a Web site Tracking System to Measure Web site Data and Usage.
- Increase Success of Pay-Per-Click Advertising Campaigns.
- Increase Web site traffic.
- Generate in-bound sales leads.

Project Summary

Relevante Marketing started by installing Google Analytics, a free tracking tool to determine web site traffic volume, traffic sources, usage data and many other metrics. Then, Relevante Marketing created and implemented new lead conversion methods. Then, Relevante Marketing overhauled existing pay-per-click campaigns, including the creation of new landing pages, ads, keywords and bids. Then, Relevante Marketing overhauled Visum's Web site, including migrating all existing content into a more usable format, adding new pages and making content more search-engine friendly. The new Web site will provide the foundation for increased search engine rankings.

Next, Relevante Marketing will work on increasing search engine rankings by building in-bound links from trusted sources and other off-page SEO techniques.

Results after 5 Months

- Click-through Rate Increased 2100% for Pay-Per-Click Campaigns
- Lead Conversions: 205
- Conversion Rate: 17.2%
- Cost Per Conversion: \$11.50

Data Source: Google Analytics

Relevante

INTERNET MARKETING SYSTEMS

612-886-8200

Info@RelevanteMarketing.com

www.RelevanteMarketing.com