

# DIRECTIVE CONSULTING PORTFOLIO



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## Introduction

## Success Stories By Vertical

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## RESULTS SPEAK FOR THEMSELVES

We believe that data-driven marketing shouldn't be confusing. Every company should know what works for their campaigns in order to make more ROI-driven decisions. At Directive, we not only craft customized campaigns for your unique marketing objectives - we exceed those objectives and truly revolutionize your digital presence.

We pride ourselves on the comprehensive and in-depth nature of the campaigns we build.

From the outset - we prioritize transparent and accurate tracking to get the best picture of how campaigns are performing. Then we develop a custom strategy to address any existing pain points and improve moving forward.

From technical optimization and keyword research, to lead generation and content calendars - we mean it when we say "comprehensive search campaigns for industry leading B2B firms."

*Garrett Mehrguth*

**Garrett Mehrguth**  
CEO & Co-Founder  
Directive Consulting



02 Hardware

# HARDWARE

## GPS Trackit

## 04 Hardware



GPS Trackit is a sub-company of Global Tracking Communications, Inc. They own, write, and operate software aimed at providing ways to optimize business. The hardware and software are designed to streamline fleet management and GPS tracking for delivery and distribution businesses looking for a more granular picture of their drivers and routes.

**GOAL:** Drive ROI via SEO and PPC

**SERVICE:** SEO, PPC, Content

**STRATEGY:** Restructuring Site Architecture for Ranking & Conv, Build Long-Term Resource Hub, Custom Landing Pages



ORGANIC TRAFFIC VALUE



# 546%

## INCREASE IN ORGANIC TRAFFIC VALUE

Organic Traffic Value represents how much you would have to pay in Google Adwords to show up for a set of keywords. You want this number as high as possible for relevant searches, as it shows you how much people are willing to pay to generate the traffic you are getting for free. We drastically increased this metric for GPS Trackit.

# THE APPROACH

## RESTRUCTURING SITE ARCHITECTURE FOR RANKING & CONV.

We restructured their site architecture to improve keyword rankings and create a user experience that encourages conversion.

## BUILDING ON COMPETITIVE ADVANTAGE WITH COMPREHENSIVE SEARCH CAMPAIGNS

By improving keyword performance for their most profitable search queries, as well as targeting those same queries with paid ads, we generated initial traction with early stage leads.

## MULTI-CHANNEL CONTENT MARKETING STRATEGY FOR LEAD GENERATION

We developed a multi-channel content marketing strategy to post and promote content organically and via social media to generate demand.

## SEO

- Perform extensive keyword research
- Fix technical SEO issues
- Optimize on-page SEO

## PPC

- Restructure Adwords account structure
- Build custom landing pages based on top Ad groups
- Unique keyword targeting

## CONTENT

- Rebuild resource hub
- Create 6 relevant pieces of content
- Promote content via social media channels

# RESULTS

“Our ranking has been increasing steadily after the site launch, which was again 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. Instead, Directive has been great in terms of communication.”

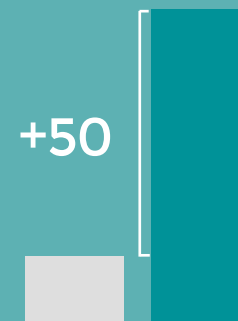
Kursti Martinsen  
Director of Marketing



INCREASE IN  
TOTAL LEADS



INCREASE IN  
ORGANIC VISITS



INCREASE IN  
PAGES RANK IN  
TOP 3



08 SaaS

# SOFTWARE AS A SERVICE (SaaS)

eSUB Construction Software

## 10 SaaS



eSUB Construction Software is a cloud-based project management software-as-a-service company specializing in software apps that streamline field-to-office communication. They help subcontractors in the construction industry manage time-cards, daily reports, information requests, annotated image sharing, and corporate reporting.

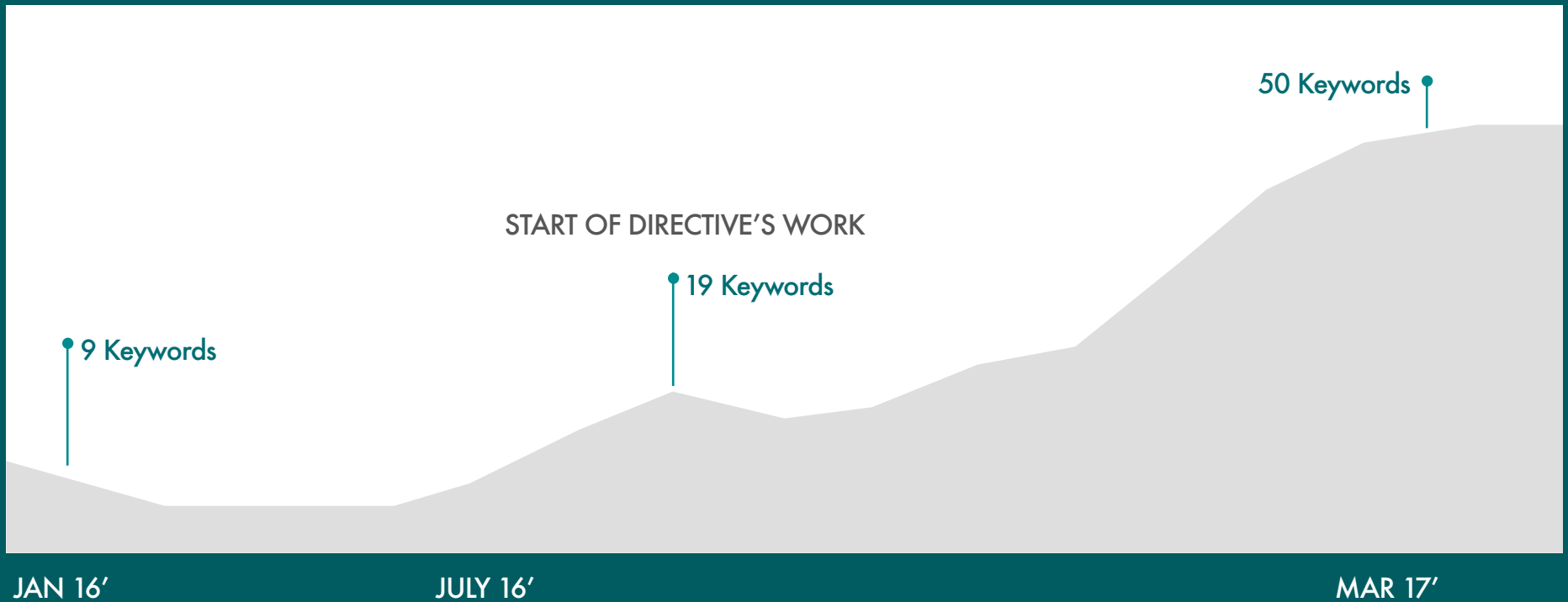
**GOAL:** Increase MQLs via SEO and PPC

**SERVICE:** SEO, PPC, Content

**STRATEGY:** Keyword Research, Link Building, Dedicated Landing Pages, Retargeting on Social Platforms



# OF KEYWORDS RANKED



# 50+

KEYWORDS RANKED IN THE **TOP 3**  
POSITIONS ON GOOGLE SEARCH

The Top 3 Organic positions on any given SERP (search engine results page) generate the majority of clicks and traffic. You want to rank as many of your pages as possible in the top 3 positions on the SERP for your most profitable keywords. Through detailed keyword research and exceptional content marketing, we were able to drastically improve their organic market share and drive pipeline growth.

# THE APPROACH

## KEYWORD RESEARCH AND LINK BUILDING TO CORE PAGES

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.

## OPTIMIZATION OF PAID CAMPAIGNS WITH CUSTOM LANDING PAGES

We used third-person ad copy to increase conversions from paid ads and decrease the perception of self-promotional advertisements.

## ROI DRIVEN RETARGETING TO INCREASE DIGITAL PRESENCE

By increasing their digital presence via advanced retargeting campaigns, we were able to earn a 1:1 ROI, generating drastic sales growth.

## SEO

- Fix technical SEO issues
- Optimize title tags/H1
- Decrease load speed

## PPC

- Gmail Ad campaigns
- A/B Test call to action
- Remarketing Ad
- Capterra campaigns

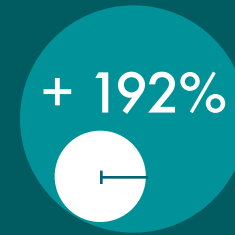
## CONTENT

- Rebuild resource hub
- Promote content via social media channels
- Link building

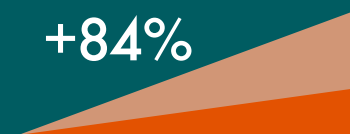
# RESULTS

“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 also 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 has resulted in more business. From a marketing standpoint, we’re exceeding our numbers.”

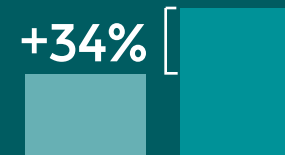
Tyler Riddell  
Director of Marketing



INCREASE IN MQL'S  
(MARKETING  
QUALIFIED LEADS)



INCREASE IN  
ORGANIC TRAFFIC



INCREASE IN NUMBER  
OF DEMOS SCHEDULED

# SOFTWARE AS A SERVICE (SaaS)

SentinelOne



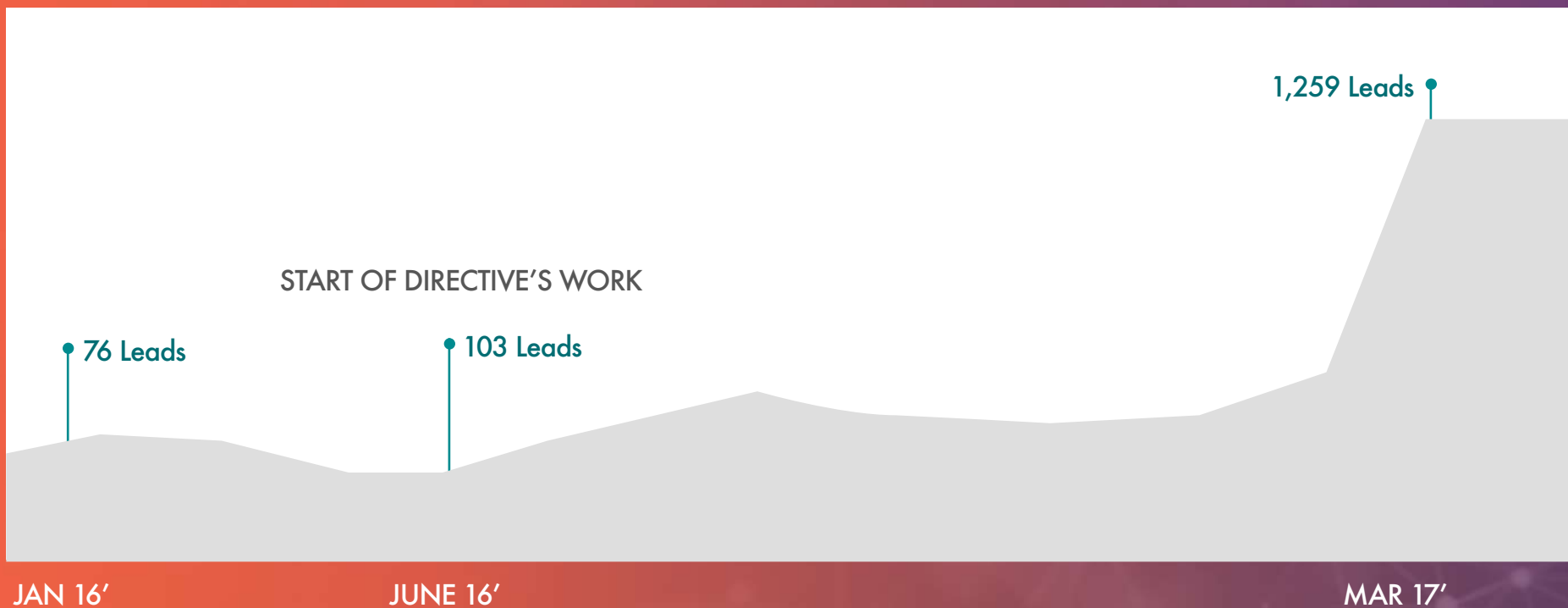
SentinelOne is shaping the future of endpoint security with an integrated platform that unifies the detection, prevention, and remediation of threats initiated by nation states, terrorists, and organized crime. The unique approach is based on the deep inspection of all system processes combined with innovative machine learning to isolate malicious behaviors quickly, protecting devices against advanced, targeted threats in real time.

**GOAL:** Drive PPC Leads and Increase Brand Awareness

**SERVICE:** SEO, PPC, Content

**STRATEGY:** Create Keyword Research Strategy,  
Optimize Core Pages, Craft Custom Landing Pages,  
Create Sharable Content Pieces

# OF MQL'S



# 1000+

## NUMBER OF NEW **MARKETING QUALIFIED LEADS**

Leads come in all shapes and sizes. Some are low-level leads that may be researching a service that aren't quite ready to purchase just yet. Then there are MQLs and SQLs - marketing and sales qualified leads. Marketing qualified leads are leads that have been judged as more likely to become a customer based on certain lead-scoring analytics. You don't just want random traffic and low-level leads visiting your site. We found where their ideal buyer was searching and drove new leads for their sales team. SentinelOne recently raised 70 million in funding. We like to think we played a part.



# THE APPROACH

## TARGETED KEYWORD RESEARCH STRATEGY

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.

## IMPROVE NUMBER/QUALITY OF PAID LEADS

We built custom, individual landing pages for unique ad campaigns and leveraged their third party reports to drastically increase conversion rates.

## CONTENT FOR RANKING & LEAD GENERATION

We developed a content strategy that targeted recent news events to generate traffic related to new viruses, cyber threats, and other trending topics.

## PPC

- Unique keyword research
- Gated content
- Custom landing pages
- Digital placements

## SEO + CONTENT

- Audience discovery
- A/B Testing of primary keywords
- Consult topics for relevant content pieces.

# RESULTS

“Due to Directive’s work, SentinelOne 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 the year before.”

Sarah Vanier  
Sr. Director of America’s Marketing



INCREASE IN  
DIGITAL LEADS



INCREASE IN  
ORGANIC  
TRAFFIC



DECREASE IN  
BOUNCE RATE

# ECOMMERCE

Total Phase

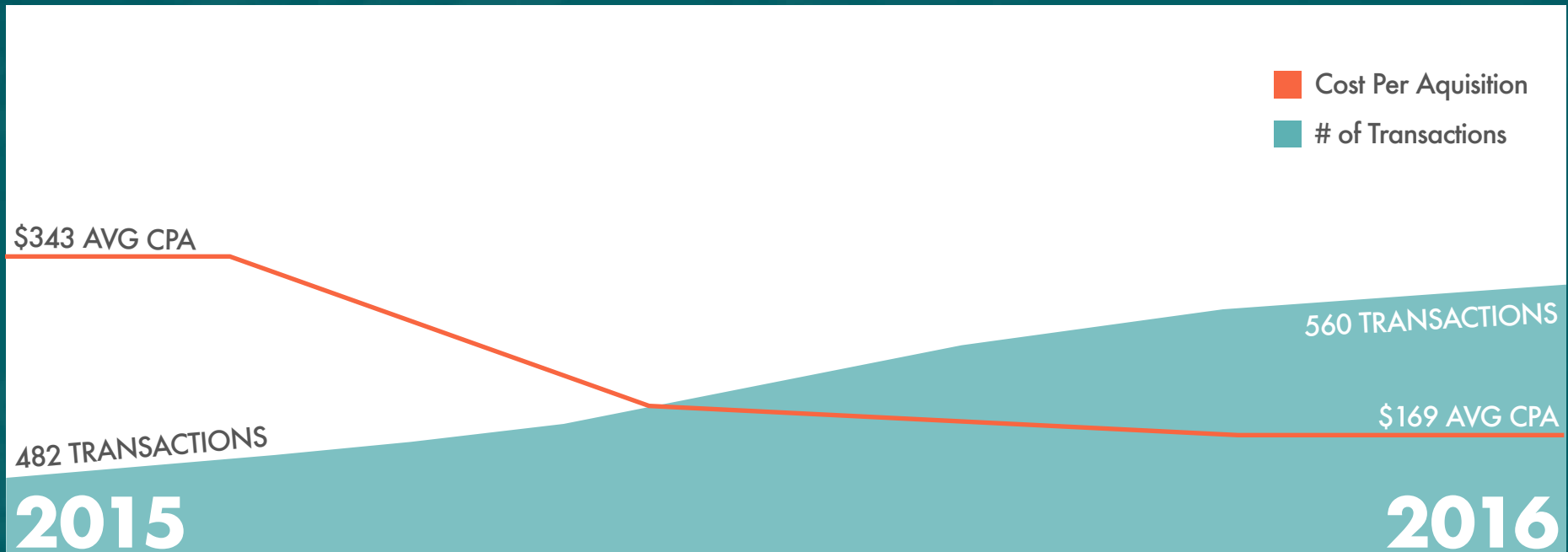


Total Phase manufactures test and measurement equipment, namely devices that monitor signals on wired protocol buses. They work with standards like I2C, USB, and others. These are things that a normal, everyday consumer wouldn't know about, even though they're found in everyday life. Total Phase sells products directly to electrical engineers. The market is highly technical, with less than one million people worldwide.

**GOAL:** Optimize Paid Search Channels to Increase Sales

**SERVICE:** SEO, PPC, Content, Social

**STRATEGY:** Create Keyword Research Strategy, Rebuild Adwords Account Structure, Improve Conv Rates for Product Pages



## CPA VS. TOTAL TRANSACTIONS YoY

# 50%

## DECREASE IN COST PER AQUISIONS WHILE INCREASING TRANSACTIONS

Your CPA (cost per acquisition) shows you how much you are paying - on average - for every transaction/sale that your online campaigns generate. The more you can decrease your CPA, the more efficiently your paid eCommerce campaigns will run and the more sales you can generate from the same ad budget. We were able to drastically lower the CPA for TotalPhase while also increasing their total number of transactions. We are now exploring other paid channels and focusing on sales from organic as well.

# THE APPROACH

## **INCREASE VOLUME/IMPROVE QUALITY OF ORGANIC TRAFFIC**

By improving and optimizing their organic campaigns through technical optimization and intensive keyword research, we were able to better target niche audiences.

## **OPTIMIZE & STREAMLINE EXISTING ADWORDS ACCOUNTS**

We restructured their paid accounts and developed new dedicated ad groups with custom landing pages to streamline the buyer's journey and increase quality conversions.

## **CONTENT DEVELOPMENT AND SOCIAL PROMOTION STRATEGY**

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.

## **SEO**

- Identify ideal audience
- Fix technical SEO issues
- Earn links and increase page authority

## **PPC**

- Restructure Adwords account structure
- Build landing pages based on top Ad groups
- Setup analytics tracking

## **CONTENT**

- Formulate content strategy via Facebook/LinkedIn/Twitter
- Create 3 relevant pieces of content
- Content consultation of in-house team

# RESULTS

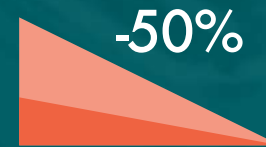
“During the last month, Total Phase received 20,000 organic visits, which is 15% better than any other month before that. On the pay per click side, the CPC has been driven down by well over 50%. I think that this is quite remarkable and due to Directive’s work.

SEO, pay per click, social media work, ghost writing blogs, and assessing our technology has all been handled very well by Directive.”

Gil Ben-Dov  
CEO



INCREASE IN YOY  
CONVERSION  
RATE



DECREASE IN  
CPC (COST PER  
CONVERSION)



INCREASE IN  
ORGANIC  
TRAFFIC

## 28 Software



Founded in 1997 by two manufacturing engineers, Aegis develops enterprise level MES (Marketing Execution System) Software for discrete manufacturing. They develop, market, sell, and support their solution on a global scale with offices in the US, UK, Germany, and China.

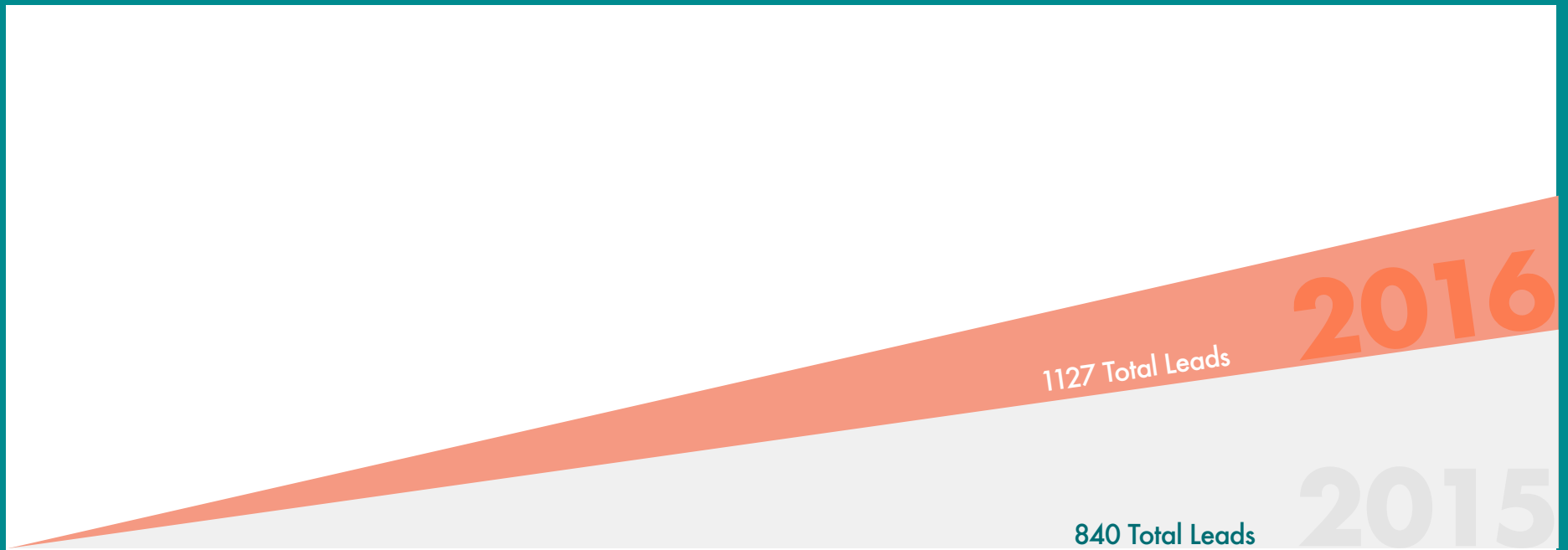
**GOAL:** Drive Quality Leads and Expand into Europe + Asia

**SERVICE:** SEO, PPC

**STRATEGY:** On-Page Technical Optimization, Targeting SERP through Integrated Paid+Organic Campaigns, Build Lookalike Audience







## CUMULATIVE LEADS YoY

# 148%

## INCREASE IN MONTHLY PAID LEADS

In today's digital market of multi-channel marketing interactions, leads can come in from multiple sources across a variety of campaigns. Depending on how you segment your tracking, you can analyze which leads come from organic search results, paid advertisements, social media channels and more. By taking a comprehensive approach to their campaigns, we were able to increase leads across multiple channels and capture lost revenue across each campaign.

# THE APPROACH

## ON-PAGE TECHNICAL OPTIMIZATION TO INCREASE TRAFFIC

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.

## TARGETING MARKET SHARE BY INTEGRATING PPC & SEO

We 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.

## DRASTICALLY INCREASE ROAS VIA RETARGETING

To increase 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.

## SEO + CONTENT

- CTR (click-through-rate) optimization
- Improve quality of existing content
- Promote content via social media channels

## PPC

- Unique keyword research
- Unique remarketing tactics
- Custom landing pages
- Search + display Ads

# RESULTS

“From the get-go, I could tell that they were really out for my best interest, and they wanted to establish a long-term relationship that was going to be beneficial to both of us

We track a whole slew of metrics, and they are almost all up because of Directive’s work. We’ve built fairly comprehensive web trackers that track the whole of KPIs (key performance indicators) relative to historical performance.”

Shaun Black  
Aegis Software

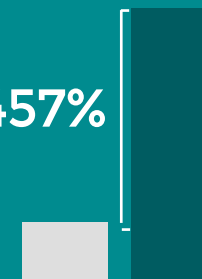


INCREASE IN  
MONTHLY PAID  
LEADS



LOWER CPA  
(COST PER  
AQUISITION)

+457%



INCREASE  
GOOGLE SEARCH  
CONVERSIONS

# MANUFACTURING

## ATG Electronics

## 34 Manufacturing



ATG is a manufacturer of LED lighting, working with distributors and contractors. Founded in 2001 by a group of visionary engineers in California, ATG is one of the most recognized brands in the world for retrofitting conventional lights with LEDs. They pride themselves on delivering great value to their customers, helping save energy, and protecting the environment.

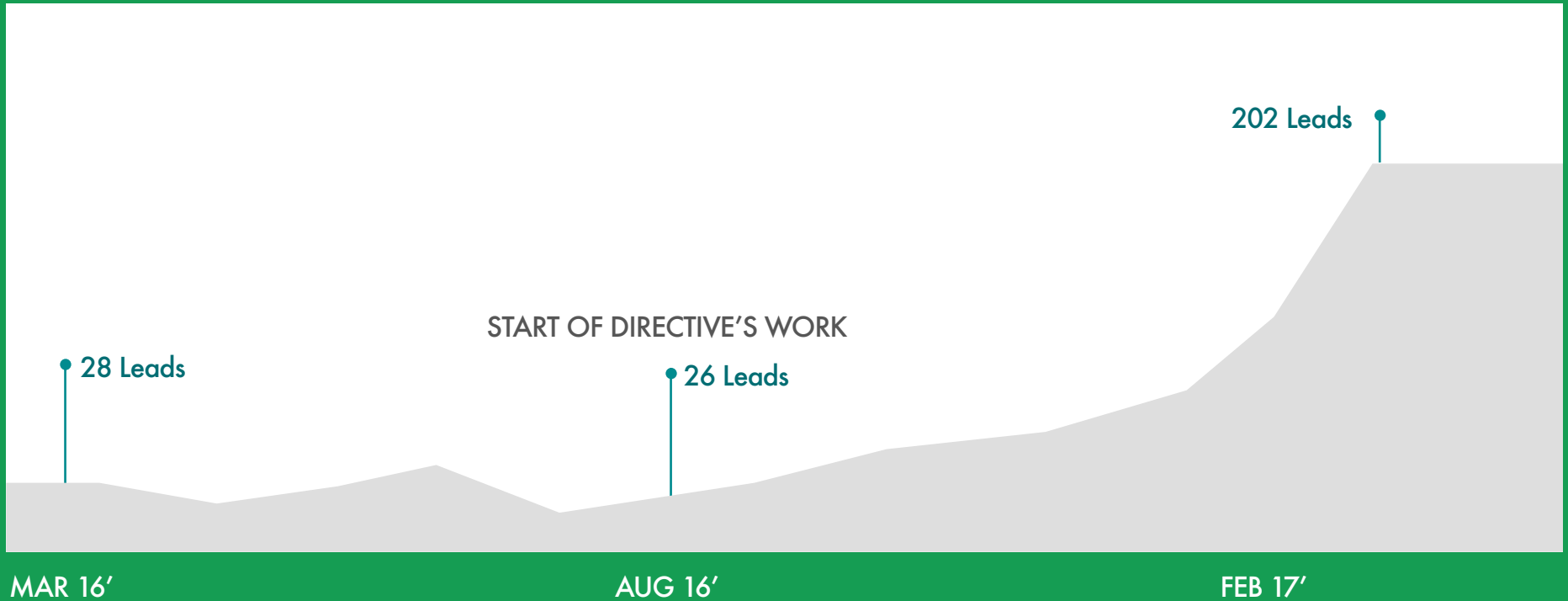
**GOAL:** Drive Market Qualified Leads and Increase Online Presence

**SERVICE:** SEO, PPC, Content

**STRATEGY:** Optimize Core Pages, Design Custom Landing Pages, A/B Testing, Link Building



# OF MQL'S



# 770%

## INCREASE IN THE NUMBER OF TOTAL MQL'S

We understood that ATG has a very specific buyer. We asked detailed questions and built a unique buyer persona. From that persona, we identified how and where their target market searched online. Then, with careful ad targeting and an exceptional SEO project, we were able to take more Share of SERP across their most profitable queries and drastically increase MQLs.

## THE APPROACH

### HOME PAGE OPTIMIZATION VIA ON-PAGE SEO + LINK BUILDING

We identified and optimized their core pages to target their most profitable queries. In addition, we built up their page authority via targeted outreach and manual link building.

### CONVERSION CENTRIC DESIGN WITH NEW CALL TO ACTIONS

By strengthening their user experience to be more conversion centric, we improved their conversion rate and better monetized existing traffic.

### AUDITING COPY FOR SALES PIPELINE ENHANCEMENT

We optimized existing campaigns by taking a thorough audit of their pipeline. From that audit, we identified what their top prospects desired and rewrote our content to better align with their target market's needs.

### PPC

- Unique keyword research
- Gated content
- Custom landing pages
- Retargeting campaigns

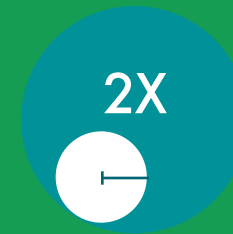
### SEO + CONTENT

- Create long-term strategy
- A/B Testing of primary keywords
- Build new links

# RESULTS

“We’ve seen a lot of growth from what Directive has been doing. The majority of the leads we generate are over the phone. From Directive’s work alone we’ve seen an increase by at least 20% in the number of phone leads we’ve generated. And that’s only phone leads. Overall we have seen our number of leads doubled, as well as our organic search traffic coming up by a large percentage.”

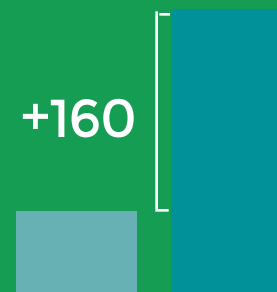
Tom Ni  
Marketing Coordinator



INCREASE IN  
AMOUNT OF  
LEADS



INCREASE ORGANIC  
SEARCH TRAFFIC



INCREASE IN  
LEADS ON THE  
WEBSITE



# PROFESSIONAL SERVICES

Basis 365



Basis 365 isn't your typical accounting firm. They are not a public accounting firm at all. They are an outsourced accounting company that's flipped the traditional business model on its head. They create streamlined systems using cloud-based technology to give business owners peace of mind and easy access to their numbers in real-time. Their services have been tailored for agencies, eCommerce businesses, and the service industry.

**GOAL:** Drive Leads via SEM

**SERVICE:** SEO, PPC, Content, Social

**STRATEGY:** Create Keyword Research Strategy,  
Rebuild Adwords Account Structure



PAGE SESSIONS



## MONTHLY ORGANIC TRAFFIC

# 108%

## INCREASE IN MONTHLY ORGANIC TRAFFIC

Monthly organic traffic shows you how many users/month searched for your keyword via Google, found your organic listing on the SERP, and clicked through your link to visit your page and/or site. Quality traffic makes for quality leads, fuller pipelines, and a more robust ROI. We knew that, for Basis 365, the quality of the visitor was just as important as the quantity. We did careful research and positioned them for success by ranking them #1 for “outsourced accounting”.

## THE APPROACH

### TARGETING LARGER POTENTIAL CLIENTS TO INCREASE REVENUE

We re-strategized their keyword targeting to go after more qualified traffic resulting in higher value conversions and more revenue.

### LEVERAGING SEASONAL CYCLES TO BOOST CONVERSIONS

We learned their cycles and targeted the tax extension time period to promote and advertise content to boost traffic, brand awareness, and radically increase conversions.

### TARGETED PPC AND PAID SOCIAL ADVERTISING

By segmenting their different verticals and building unique audiences on social media, we were able to control our messaging, increase awareness, and drive pipeline growth.

### SEO

- Identify most profitable queries
- Improve CTRs
- Optimize title tags/H1

### PPC

- Segment copy and creative per vertical
- Build segmented landing pages
- Perform detailed analytics

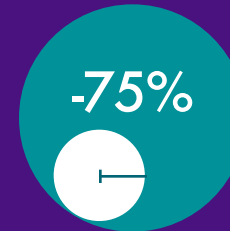
### CONTENT

- Formulate content strategy via Facebook/LinkedIn/Twitter
- Craft long-form content and case studies
- Content consultation of in-house team

# RESULTS

“There have been increases leads coming in through all channels. In terms of appearing on the first page of a Google SERP (twice), I can see lots of improvement. We’ve had more leads, and we are just starting to see the benefits of analytics behind the leads, which tells us useful information about potential customers. We plan to discuss and plan analytics going into the future.”

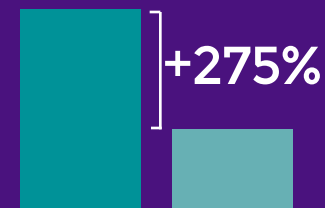
Rhett Molitor  
Co-founder



DROP IN COST PER  
CONVERSION



INCREASE IN  
NEW SITE  
SESSIONS



INCREASE IN  
MONTHLY  
CONVERSIONS



DIRECTIVE

More Than Just Traffic.