

**Case study** – Digital marketing strategy including market analysis for pre-campaign optimisation.

**The Client** - Secure Coding Ltd - A leading UK Cyber Security Evangelist

### **The Brief**

Our client needed our help to launch his startup while maximising their organic search potential in the run-up to its initial campaign to generate leads.

### **The overall project:**

Our involvement included market research, customer profiling, mapping UX in order to build content pages, blog content creation & optimisation, content marketing planning, multi-channel selection along with tactical efforts used to support the campaign.

This required us to draw upon our knowledge of keyword research to define the best possible focus keywords for the campaign's organic search growth.

### **The Process**

Research, data collection and analysis

We began by collecting data on consumer search habits within the cyber security industry. This yielded a significant batch of data around market trends, competition and consumer habits. We used a programmatic scraping process to identify the most important sites in their industry, gather and analyse content terminology and search the most relevant keywords for our client's category and markets.

We top-up the initial scraping process with an extra deeper-level analysis to identify taxonomies that match the customers' search language, allowing us to create a clear picture of content needed to build the website categories. This also helped identify the sales channels & lead funnel for each potential buyer.

The site metadata sources were then used as a benchmarking process to build a full analysis and the picture of our client's potential searching environment.

### **The final result**

Using our tried and tested methods, we were able to rank quickly in page one of SERP's with 8 major keywords that users search around the client's industry. We then started looking at the next top 25 keywords for individual market category on which the focus priority would be based on their search frequency, relevancy and market term trends in consumer interest.

We were also able to bring our formidable customer insight capabilities to bear on this keyword library, delivering the following benefits:

## **Topic categories**

We used a two-tier keyword basket matrix across all the search terms used in the category, to show our client the key topic themes of their customers' interest. This offered a much deeper insight allowing us to see and bring a greater level of tactical depth to our clients' search strategy. We then created several keywords lists and suggested additional one's to target each potential user demographic.

## **Content Planning**

We applied our current framework structure and previous two years market trend data in a more predictive capacity. This allowed us to see the average terms used (in more detail) and help the client plan their content schedule for short-term campaigns and a maximum ROI.

Looking ahead we will continue to work with our client to optimise and plan their content to ensure the organic search growth for their site.