

Content Marketing Case Study: 187% Increase in Organic Traffic

SILKCARDS

See how Yokel Local helped SILKCARDS grow organic website traffic by 187% in the span of one year.

Highlights

CHALLENGES

- Substantial decline in traffic
- Drop in traffic result in drops in sales

SOLUTIONS

- SEO
- Content Marketing
- Social Media Marketing
- Facebook Advertising
- Marketing Automation

RESULTS

- 187% Increase in Organic Traffic
- 792% Facebook Traffic Growth
- 663 Leads Per Month

OVERVIEW

SILKCARDS came to us unhappy with the results from another agency. After seeing their traffic start declining and sales stagnating, they needed a strategy that would help them mitigate the damage from their previous marketing company and improve their brand awareness.

THEIR GOAL

They know they have a one-of-a-kind product that cannot be matched, even by the leaders in their industry. SILKCARDS also wanted to show the world that business cards are a form of art. Thus, they wanted to get their foot in peoples' door by offering free samples to inspire and wow their prospective customers.

OUR SOLUTION

We identified thin content pages that were actually causing a Google penalty on their website. Correcting this issue turned the ship around in terms of their search presence on Google. They were then being found for way more of their target keywords for their product pages. In addition, we grew the awareness for their brand by building a robust blog with quality content relevant to their target audience and publishing on social media. This led to more free sample requests, which is the first step in convincing someone that these business cards truly are something special.

You're ready to grow your business. We here to help you succeed online.

Request a free inbound strategy session with a senior marketing strategist and discover how you can overcome your digital marketing challenges to grow your business.

REQUEST A STRATEGY SESSION