



Responsive Inbound Marketing Delivers Big Results for KZO Innovations



Executive Summary

In July 2014, KZO Innovations, an enterprise video platform, employed Responsive Inbound Marketing's services to ensure consistent and timely marketing delivery and improve the company's visibility with search engines. KZO Innovations has experienced great success from the agency's inbound marketing tactics over the past 9 months, including an increased number of visits in the following areas:

- Organic search
- Direct traffic
- Social media
- Email marketing
- Total visits

"Responsive Inbound Marketing's team created some great infographics for us – and fast. They took care of everything and we loved the way it all turned out."

– Dawn Baron,
Marketing Contractor

Here's the success story of Responsive Inbound Marketing's very first client: KZO Innovations.

The Challenge

Before KZO Innovations started working with Responsive Inbound Marketing, one marketing contractor was responsible for all of the marketing deliverables, sales team support, and customer support and communications. This was challenging in that *time* was a major issue and yet the company was in a growth mode and needed a quick way to scale its marketing program.

The company's key objectives included:

- Produce strong content in a consistent and timely manner
- Update and improve SEO
- Fix keyword-stuffed pages
- Implement inbound marketing tactics

Enter, Responsive Inbound Marketing.

How Responsive Inbound Marketing Helped

KZO Innovations happily handed the inbound marketing reins over to Responsive Inbound Marketing, and the stress surrounding the content calendar quickly evaporated. The two companies were able to keep up with each other on a stringent schedule, and soon enough, KZO Innovations was handing tasks off to the agency without any worry.

Consistent content creation can position a brand as an industry thought leader – which is exactly why KZO Innovations required it. Responsive Inbound Marketing delivered, producing two strong blogs (with accompanying social media posts) per week, extra social media posts throughout the week, along with a number of educational offers. With better organization, more content, and a stronger social presence, site visits started to steadily increase.

The Results, ROI, and Future Plans

“I was the only person delivering marketing content and really didn’t have the time to do everything the way it should be done. We weren’t delivering content consistently. We needed help.”

– Dawn Baron,
Marketing Contractor

KZO Innovations gained more leads from social feeds and more organic traffic with Responsive Inbound Marketing’s expertise. Not only did they gain *more* leads, but inbound marketing allowed KZO to gain the *right kind* of leads. The number of visits drastically increased over 9 months of working with the agency in the following areas:

- Organic search increased 103.57%
- Direct traffic increased 77.21%
- Social media increased 444.44%
- Email marketing increased 528.47%
- Total visits increased 142.1%

The proof is in the numbers, but KZO feels the most notable reward in working with Responsive Inbound Marketing is their accountability. “They were always responsive and delivered everything unflinchingly, to the point that I honestly never had to worry about it.”

