



Case Study – SEO: Social plus Search

“Our prospects participate in a small ecosystem. Explore Consulting helped us identify the components of the ecosystem, and then develop the most effective mechanisms to engage. We then have organic and authentic participation, which drives high quality prospects onto our website. We gain qualified visitors, without the high costs of digital advertising.”

- Ian Miller, CEO of FatCloud

Background: FatCloud was born from the experience of developing and deploying some of the largest and most sophisticated scalable applications, and working to remove the complexity from those projects so they can be delivered faster and at lower cost. The benefit of this experience is captured in FatDB, so that you can implement the easiest to use, and yet most powerful data management platform for Windows.

Issue: FatCloud sells a software toolkit that was not gaining the traction desired through online search. The primary search terms were competitive and overloaded with multiple meanings, were difficult to rank upon, and brought in website visitors of mixed quality. Since their search terms came in upon a broader range of topics, they were quicker to abandon the website and visit less pages. While their offline mechanisms were productive (mainly through trade shows and webinars), search was not a sufficient online mechanism.

Solution: FatCloud engaged with Explore Consulting to examine the product space and drive improvements to traffic and visitor engagement. Explore quickly determined some prominent online sources discussing the same niche technology. There were two technical forums where users discussed issues, an industry luminary who provided a resource page, and an active twitter channel discussing technology news. Software engineers at least like to think they're immune to advertising, but respect their industry peers. Therefore, Explore undertook efforts to insert FatCloud into all of these mechanisms.



Key deliverables included:

- Prominent listing. Able to get the client's software toolkit trial listed on the luminary's resource page (also provided a powerful do-follow link).
- Forum participation. Explore set up alerts to be notified whenever someone on the forum was discussing the client's particular technology.
- Twitter reach-out. Contact authors with prominent twitter profiles in the customer's technical domain to tweet company news and retweet from the company's feed.
- Facebook and Twitter. Developed and implemented content strategy of day-to-day activities and thoughts.

Results: These social mechanisms now provide 40% of the company’s new leads. In the first three months, FatCloud has received 58 software toolkit downloads which directly came from search engines and 40 from social mechanism.

Visitors coming in from social mechanisms were high quality, of 6.02 pages per visit compared to 4.8 pages per visit from search engines.

Social visitors had higher time on site, 9:37 minutes, compared to 7:54 minutes to organic search visitors,

and lower bounce rate, 58.7% compared to 64.4% bounce from organic visitors. Furthermore, visitors from social mechanism were more likely to fill out the contact form more than double over search visitors.

Social is a wide topic, and not all mechanisms are appropriate for all businesses. Likewise, different strategies are needed when targeting consumers vs. businesses. It requires different engagement and one needs to be more cognizant of branding factors. However, when performed in auxiliary with search, the results can be impressive.



About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers’ database and IT systems needs. Having specialized in SaaS solutions for more than 12 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal’s 100 Fastest Growing Private Companies. Explore has also been an 8-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com.