

SEO & Social Media Marketing Success

SalesDirector.ai Case Study: A Partnership with Incrementors Web Solutions

 Client

SalesDirector.ai

B2B Sales Analytics
Platform

Services

**SEO • Social Media •
Google Ads**

Digital Marketing Solutions

 Timeline

**May 2020 -
Ongoing**

Continued Partnership

 Investment

\$25,000

Strategic Marketing Budget

The Challenge



Limited Online Visibility

SalesDirector.ai needed to increase their web presence and brand awareness in a competitive B2B market.



Keyword Ranking Goals

The client aimed to improve their search engine rankings for specific keywords relevant to their sales analytics platform.



SEO & SEM Strategy Gap

SalesDirector.ai required expert assistance to develop and implement effective search engine optimization and marketing strategies.

"We were trying to gain more visibility through web awareness, and we wanted to gain ranking on certain keywords. We asked Incrementors Web Solutions to help us with SEO and search engine marketing (SEM) strategies."

Isaac Garcia
CEO, SalesDirector.ai

Our Approach



SEO Services

- Comprehensive **keyword research** and analysis
- Strategic optimization of blog posts and website content
- Alignment of SEO strategy with target keywords
- Continuous monitoring and adjustment of rankings



Content Strategy

- Creation of **relevant content** with targeted keywords
- Dissemination to industry-relevant channels and websites
- Content optimization for maximum visibility and engagement
- Building influence on key topics and keywords



Social Media Marketing

- Strategic outreach and optimization on **LinkedIn, Twitter, Facebook**
- Engagement on niche platforms like SoundCloud
- Consistent brand messaging across all channels
- Community building and audience engagement



Google Ads Campaigns

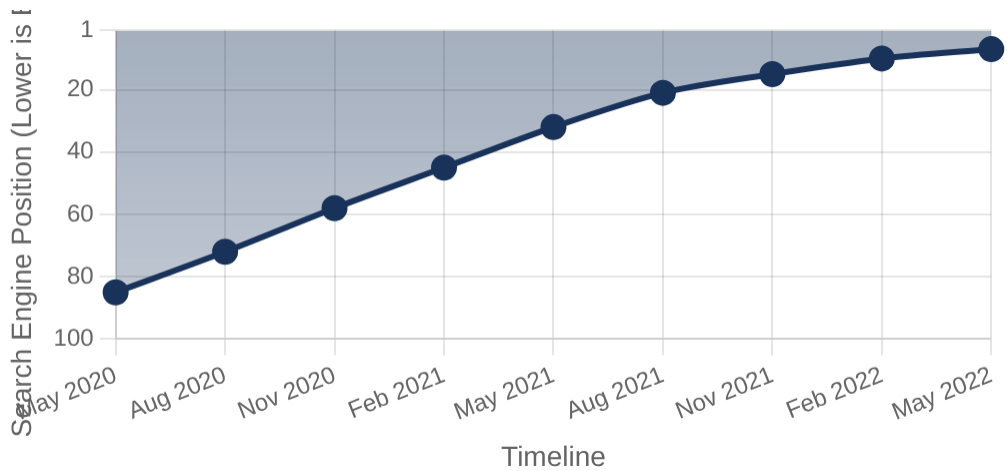
- Strategic **ad campaign** planning and execution
- Targeted keyword selection and bid optimization
- Performance tracking and ROI analysis
- Continuous optimization for maximum conversion

Team Composition & Collaboration

Our approach centers around a dedicated point of contact who coordinates with specialized team members behind the scenes. This streamlined communication ensures efficient project management while leveraging diverse expertise. We maintain regular client interactions through weekly calls and collaborative tools like Google Spreadsheets and Google Docs, fostering transparency and alignment throughout the engagement.

The Results

Keyword Ranking Improvement



95%

of targeted keywords showed **positive movement** and reached front page rankings



Significant

improvement in **online presence** and brand visibility across search engines

Client Feedback

"Incrementors Web Solutions' influence has significantly improved our keyword ranking and online presence. They're **strong communicators** who provide a **weekly report** about everything they do and achieve. Their cohesive strategy makes our partnership an enjoyable experience."

★ Client Rating

5.0

Quality

5.0

Schedule

5.0

Cost

5.0

Would Refer

Project Management & Timeline

Engagement Timeline

- May 2020** Project **kickoff** and initial strategy development
- Jun 2020** Keyword research and **SEO audit** completed
- Jul 2020** Implementation of SEO optimizations and content strategy
- Aug 2020** Launch of social media campaigns and Google Ads
- Sep 2020** First significant improvements in keyword rankings
- Ongoing** Continuous optimization and **growth** monitoring

Communication & Reporting Process

-  **Weekly Zoom Calls**
Regular progress reviews and strategy adjustments
-  **Detailed Weekly Reports**
Comprehensive breakdown of all activities and keyword performance
-  **Performance Tracking**
Real-time monitoring of rankings and online presence metrics


 Google
Spreadsheets

 Google
Docs

 Zoom



Client Testimonial



"They communicate well and have good project management. We get very specific feedback and reports on what has been happening. Every week, we have a good feeling about the work that's going to be done."

-  **Transparent Communication**
Clear updates on all activities and results
-  **Data-Driven Approach**
Weekly performance analysis and strategy refinement

Moving Forward Together

Key Achievements

-  95% of targeted keywords reached front page rankings
-  Established **effective communication** with weekly reporting

-  Significantly increased **online presence** and brand visibility
-  Achieved perfect **5.0 rating** across all evaluation categories

Future Growth Opportunities

-  Proactive strategy recommendations for emerging keywords
-  Expanded social media presence on emerging platforms
-  Advanced analytics and conversion rate optimization
-  Integrated multi-channel marketing campaigns

Partner With Us

Transform your digital presence with our proven SEO and social media marketing strategies. Let us help you achieve similar results for your business.

[Get Started Today](#)



"They do a good job at everything that they do."

— Isaac Garcia, CEO, SalesDirector.ai