

 Case Study

How an ESG SaaS Startup Drove Engaged Traffic via Organic Marketing

Company name:

KloudPortal

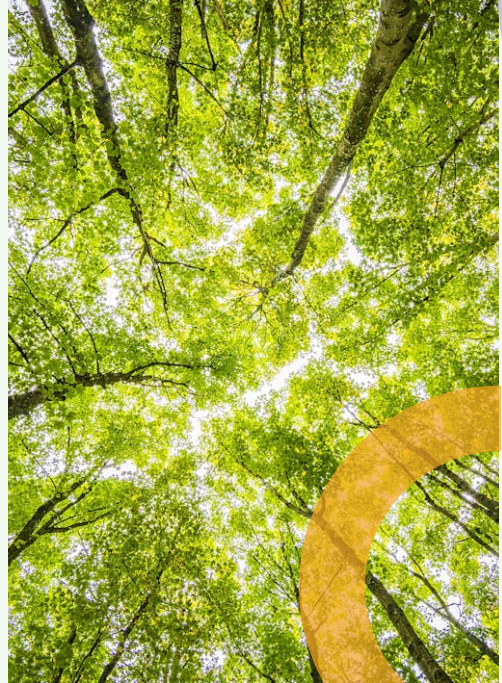
Client name:

LOCOMeX - Supplier Portal

Solution:

SEO, Social Media Marketing, Content Marketing, Event Marketing





Project Details:

Boot strapped ESG SaaS Startup

Established in 2016

Employees: <10

Philadelphia, USA

Black-Owned business

Member of NMSDC



LOCOMeX



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Philadelphia,
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<10
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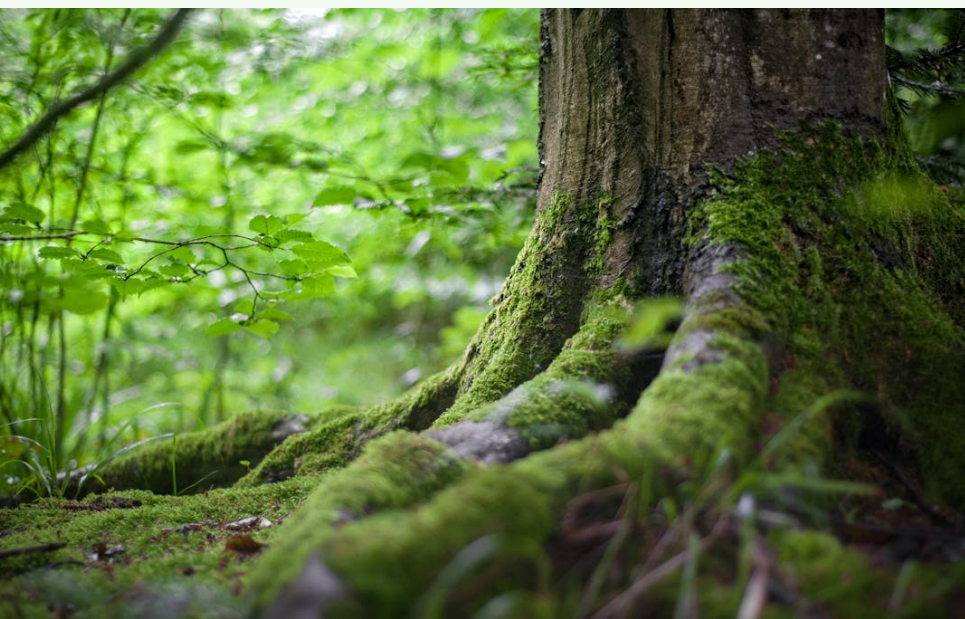
Their Story:

LOCOMeX started its journey in 2016 providing local content services for its clients. Having worked with multiple clients in the construction, oil & gas segment and the growing demand for sustainable solutions, LOCOMeX started working on its pet product Supplier Portal (now Supplier Pylon).

Being a startup, having bootstrapped product development efforts and a broken process, LOCOMeX was struggling to position its product in the market.

We don't expect customer trust – we earn it. We were excited to see how well the links drove engagement on the LOCOMeX site. By carefully leveraging KloudPortal's Marketing operations, we made significant progress in the first six months of engagement.

— Vijaya Reddy, Head Strategist, KloudPortal



KPI of Campaign:



Brand
Awareness



Increase in
Engagement

Overview:

In June 2018, LOCOMeX initiated the Supplier Portal product development by hiring a group of engineers to build a ESG metrics solution for diverse suppliers in the US. Supplier Portal's main objective is to help diverse suppliers track their ESG scores, and bid for projects through RFPs.

Diverse Suppliers Must Track Their ESG Scores

Reaching diverse suppliers with Supplier Portal solution was challenging. As diverse suppliers had small teams, were available in small pockets of channels on LinkedIn. Identifying those smaller pockets of audience and make supplier portal visible was the first task.

53 blogs published & promoted across premium sites by the KloudPortal's SEO team:

59,856,554

impressions

Resulting in:



4,718

page views on
locomexgroup.com



638

relevant keywords were
ranked organically in Google



65.1%

Engagement Rate
on the Website



3502%

increase in follower growth
on LinkedIn

Right message, right strategy:

As #locomexgroup gained traction and improved in engagement, KloudPortal's campaign saw immediate results. Over 12 month period, the content was optimized to garner a 65.1% increase in website engagement rates.

LOCOMeX also saw strong LinkedIn engagement. The amplification of the organic followers garnered attention to LOCOMeX Brand. The following months, LOCOMeX was invited to present their product at multiple events like ISM Conference, AEE, and was also awarded Drexel Analytics Award in 2023.

Additionally, while the engagement with KloudPortal was only for a short duration of 1 year, the amplification resulted in approximately 638 + keywords that were organically ranked on the Google's search engine, driving maximum search traffic to LOCOMeX website.

Solutions:



Content Diversification

Blogs were added to the amplification each time a new piece was written, providing a constant stream of content.



Headline Testing & Optimization

#SupplierPortal drew considerable search traffic and engagements with diverse supplier advocates getting engaged on social media.

Future Considerations:

01

Retargeting:

Create a retargeting cookie pool from upper-funnel LOCOMeX audience to be leveraged in concurrent display, search, and social retargeting.

02

KPI Optimization:

Upcoming campaigns will focus on mid/lower funnel actions including purchases.

03

SEO Optimization

We are working on improving the quality and quantity of website traffic to a website or a web page from search engines, targeting unpaid traffic.

For more information, www.kloudportal.com/



KloudPortal

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India | USA