



15 February 2007

CASE STUDY

SIEMENS

Siemens Communications

➤ OVERVIEW

Siemens is a manufacturer of VOIP and traditional wired and wireless communications hardware and software for small businesses up to major telecommunications carriers. At the time the contract was signed it was estimated that 80% of Siemens relied on direct sales. Prior to Enquiro's involvement, the primary function of the website was that of an information provider with very little emphasis placed on conversion of site visitors into leads. Siemens has a sales cycle similar to that of most business-to-business solutions providers ranging from 6-18 months.

The Siemens target market consists primarily of CIOs and IT professionals who influence key decision makers. Not much else was known regarding the purchase behavior and decision making process of this target market.

➤ THE CHALLENGE

At the points leading to Enquiro's involvement with Siemens, several issues were beginning to surface and had been further investigated in the sales process with the Enquiro sales staff. These issues included the need to transition the site from a product-centric site to that of a customer-centric site, the need to better understand the target market, to develop the site into a lead generation tool, and to increase global awareness.

This push was precipitated by the changing focus of the site from that of a mere information portal to that of a lead generation and sales tool to begin to identify and develop relationships with potential client and to reduce the legwork required from the Siemens sales staff. This focus was a push from the VP of Marketing to generate more leads from the site.

➤ THE SOLUTION

Enquiro laid the foundations for an optimization strategy to help drive more overall traffic to the Siemens Communications and Siemens Enterprise sites. However, due to Siemens resources being stretched, implementation became difficult or impossible to implement. These recommendations included methods for increasing both traffic and visibility from Search Engines as well as the design and implementation of a sponsored campaign aimed at highly competitive keywords for both a traffic generation and branding purpose.

In addition to analysis of the competitive landscape, Enquiro provided a detailed list of keywords for Siemens to develop their optimization efforts around to place the website in the highest visibility to its target market.

Additionally, Enquiro provided a complete competitive diagnostic of the market place and the relative competitive strengths and weaknesses of the Siemens site compared to the competition. A complete profile of the target market was developed detailing the three major demographics visiting the site, their purchase behavior, and their respective functions within the purchase decision making process.

➤ VALUE ADDED BENEFITS

Although business reasons within the Siemens organization prevented the implementation of identified strategies, including the sponsored campaign, Enquiro was able to increase the total referrals from Search engines over 38% within one year.

By July of 2006, implemented optimization efforts had boosted traffic to the two Siemens properties by almost 20%.

Also the Target Customer Profile and Competitive Analysis equipped Siemens with the knowledge required to build effective relationships with new and existing clients and to make competitive gains.

RESULTS

- 20% increase in organic traffic
- 38% increase in Search Engine referrals

➤ CONTACT US



Contact us to see how an Enquiro Account Manager can complete a customized solution to meet your current and future needs.
1-800-277-9997