

Leveraging ABM Platform for Quick Win

ABM

- Situation**
- * ABM platform identified a high-value account outside our Target Account List
 - * Detected intent data and increased anonymous website activity
 - * Knew the industry but lacked fresh, relevant content

- Challenge**
- * Need to quickly engage and convert an anonymous prospect
 - * Limited time and resources to create new content
 - * Required rapid response to capitalize on demonstrated interest

- Action**
- Repurposed existing whitepaper instead of creating new content
 - Updated title and cover to align with target industry
 - Leveraged LinkedIn-6Sense integration
 - Launched targeted DocAd campaign within one week
 - Focused exclusively on the identified account

- Results**
- Generated qualified leads in CRM within days
 - Validated ABM platform insights
 - Enabled immediate sales team engagement through ABM alerts
 - Achieved 30% shorter sales cycle compared to average
 - Successfully closed a deal worth six figures

- Key Takeaways**
- Demonstrated agility in content strategy
 - Effectively utilized technology stack (ABM platform, LinkedIn, CRM)
 - Proved value of intent data and account-based marketing
 - Showcased ability to accelerate sales cycle through targeted approach

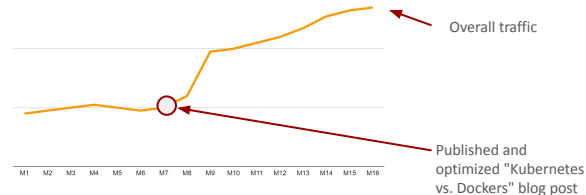


Transforming Website Performance Through Strategic SEO

Situation	<p>Initial website performance metrics:</p> <ul style="list-style-type: none"> * Low overall traffic * Organic traffic < 15% of total visits * Below-industry-benchmark engagement rates * Subpar conversion rates 	Results	<p>Short-term impacts (within 2 months):</p> <ul style="list-style-type: none"> * Achieved #1 Google ranking for target keyword * 100% increase in overall website traffic * 300% improvement in organic search referrals * 80% increase in engagement rate * Raised conversion rate above industry benchmarks <p>Long-term success:</p> <ul style="list-style-type: none"> * Maintained #1-2 ranking for target keyword for 2+ years * Established consistent lead generation funnel (~1-2% CR) * Created sustainable source of qualified prospects
Challenge	<ul style="list-style-type: none"> * Identify opportunities to significantly increase organic traffic * Improve key performance metrics * Create competitive advantage through SEO 		
Action	<p>Conducted comprehensive analysis:</p> <ul style="list-style-type: none"> * Audited existing content * Researched new SEO trends * Performed competitive analysis <p>Identified strategic opportunity:</p> <ul style="list-style-type: none"> * Found high-potential keyword * Verified low competition in space * Confirmed favorable phrasing for Google ranking <p>Executed content strategy:</p> <ul style="list-style-type: none"> * Collaborated with copywriter consultant * Created targeted long-form content * Implemented on-site optimization * Expedited Google indexing 		

Key Takeaways

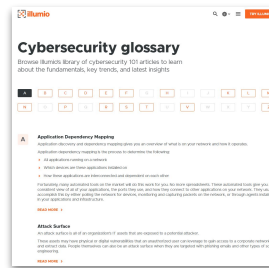
- Demonstrated ability to identify strategic opportunities
- Successfully executed data-driven content strategy
- Proved expertise in technical SEO implementation
- Showed capability to deliver both quick wins and long-term value



Boosting Domain Authority Through Strategic Content Creation

Situation	<p>Website performance issues:</p> <ul style="list-style-type: none"> * Stagnant traffic growth * Poor organic search performance * Low domain authority * Content misaligned with Google algorithms
Challenge	<ul style="list-style-type: none"> * Identify root cause of underperformance * Develop strategy to improve domain authority * Create sustainable traffic growth
Action	<p>Conducted thorough research and web analysis</p> <p>Developed comprehensive content strategy:</p> <ul style="list-style-type: none"> * Identified opportunity for new content section * Targeted new keyword set * Planned long-form content approach <p>Executed glossary directory initiative:</p> <ul style="list-style-type: none"> * Created dozens of highly relevant pages * Implemented in-depth SEO optimization * Supplemented with video content for faster indexing * Ensured comprehensive keyword coverage

Results	<p>Immediate impacts:</p> <ul style="list-style-type: none"> * 20-point improvement in domain authority * 80% quarter-over-quarter traffic increase in Q1 <p>Sustained growth:</p> <ul style="list-style-type: none"> * Maintained 25% quarter-over-quarter growth rate * Established new baseline for organic traffic * Contributed to consistent customer acquisition
Key Takeaways	<ul style="list-style-type: none"> • Demonstrated ability to diagnose complex SEO issues • Successfully executed comprehensive content strategy • Proved expertise in technical SEO and content planning • Showed capability to deliver both immediate and sustained results



Thank you



Tom Horyn

Demand Generation
SEO/SEM
Website Optimization
Marketing Analytics
A/B Testing
CRO
Marketing Automation
Cross-functional Collaboration
Team Leadership
ABM
Campaign Management