
SAMSKRITI BUSINESS SOLUTIONS

One-Stop Solution for All Your Digital Marketing Needs

SEO | PAID DIGITAL | SOCIAL MEDIA | AFFILIATE MARKETING | LEAD ENRICHMENT | WEB DESIGN AND DEVELOPMENT

CASE STUDY - CLARIZEN

Client

Clarizen

Industry:

Software Product – Project Management Software

Strategy:

Paid Search Marketing (Google Ads & Bing) Search Engine Optimization

Year:

July 2019

The logo for Clarizen, featuring the word "clarizen" in a lowercase, blue, sans-serif font. The letter 'i' has a dot above it. The logo is set against a light blue rectangular background.

CHALLENGE:

Clarizen, a global leader in collaborative work management software trusted by organizations in 79 countries, approached Samskriti Business Solutions to enhance its marketing efforts.

While their current campaigns were satisfactory, Clarizen aimed to optimize their marketing spend while increasing lead generation to gain a competitive edge. They also sought to boost organic traffic and maintain a strong search ranking. Recognizing our proven track record in B2B digital marketing and our positive reputation through word of mouth and recommendations, Clarizen entrusted Samskriti with this challenging task.

Key Focus:

Generate Leads at a lower CPA MoM based on the budgets allocated. Boost organic traffic and brand awareness and improve ranking positions.

Results:

- Successfully increased significant traffic volume from diverse sources through our effective online marketing efforts since July 2019.
- Achieved impressive rankings for a considerable number of targeted keyword variants, securing prominent positions within the top 3 pages of SERPs.
- Conducted thorough testing of various audience segments, demographics, and in-market categories to drive relevant traffic and boost conversions.
- Generated high-quality leads across various channels, including direct, organic, social, and referrals.
- Created brand new landing pages, expanded the content, and optimized form fill options strategically to increase website leads.
- Established a positive brand image for Clarizen by leveraging all online mediums and platforms.
- Positioned prominently in both sponsored and organic search results for the specific set of keywords, maximizing visibility and driving targeted traffic.
- Utilized web marketing as a focused and result-oriented medium, driving expected ROI, enhancing brand awareness, and fostering a positive reputation for Clarizen.
- Proactively created new audience lists and expanded existing ones based on Google's suggested ideas, resulting in increased traffic and improved conversion rates.

