



GOALS

In order to obtain market share as a new online company operating in the gold jewelry exchange category; GoldFellow™ needed to:

- Quickly establish brand awareness
- Drive prospects to their website
- Display key service differentiators...

...while the opportunity for a consumer to sell their gold jewelry was peaked and the competitors of GoldFellow™ spent fortunes on traditional media buys.

STRATEGY

SEO.cc implemented an aggressive integrated online marketing campaign consisting of:

- PPC (Pay-Per-Click; Sponsored Search Marketing)
- Organic SEO (Search Engine Optimization)
- Social Network Marketing

RESULTS

GoldFellow™ entered the market with dominance, quickly building Search Engine Traffic while campaigning hard in the Social Markets which later referred thousands of visitors and built a high-levels of brand awareness.

Month Two:

+217% - Increase in Search Engine Visitors Over Month One (Organic SEO Began Contributing)

+175% - Increase in % of Returning Visitors Over Month One

+250% - Increase in Referred Visitors Over Month One (Social Marketing Gains Traction)

Month Six:

+553% - Increase in Search Engine Visitors Over Month One (Organic Subsidizes Some PPC)

+333% - Increase in % of Returning Visitors Over Month One

+1,183% - Increase in Referred Visitors Over Month One (Heavy Social Awareness)

Search Engine Visitors

Return Visitors

Referred Visitors

