

Case Study: Printable Promotions - Blogging for Business



PROBLEM

Printable Promotions was looking to maximize exposure of their blog and overall organic visibility in tandem with their "Go Green" initiative.

SOLUTIONS

Blogging is a Social Media Marketing strategy that directly impacts the natural website visibility. Marcel Media works with clients to implement integrated online marketing techniques that maximize Search Engine Optimization (SEO) strategies.

Blogging serves as a platform for:

- Developing a connection with your community
- Researching your market
- Relationship building
- Maximized organic traffic

Marcel Media embraces blogging and Search Engine Optimization as an integrated online strategy that can legitimize your business niche and maximize your customer base.

Strategic Blog Optimization elements include:

- Structured content
- Crawlable URLs
- Internal links
- Inbound links
- RSS feeds
- Active community involvement
- Fresh content
- User generated content

Printable Promotions is a Chicago-based promotional products company. Since 1993, the company has utilized the internet to solve their clients' promotional challenges. Printable Promotions has been able to leverage their blogging efforts by implementing SEO strategies. They have experienced increased website visibility and maximized their authority among promotional product competitors.

RESULTS

Marcel Media's SEO campaign allowed the company's blog posts and product videos to rank higher on results pages.

Organic Traffic = 80% Increase

- 2007 = 13,563 visits
- 2008 = 24,484 visits

Marcel Media optimized Printable Promotions' website and blog



Ready to learn more?

Get started by calling us at **1.312.255.8044**
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