ContentMX[™]



Customer Spotlight

KINTRONICS

Kintronics is an engineering and consulting company that sells IP security solutions custom designed to fit their customer needs. Kintronics integrates different technologies such as IP cameras, network attached paging devices and door access control for complete IP Security.

The Challenge

Dropping Search Position

For many years Kintronics was on the first page of Google search for key search terms, but as Google changed their algorithm Kintronics found their position slipping to the second and then the third page. As a direct result, sales started to drop. For a high-tech reseller like Kintronics, web position is directly related to sales. Kintronics knew they needed to do something fast to fix their SEO and raise their rank to continue to drive prospects and customers back to their website.

"We found that a newsletter is more than just the words. Not only does it have to engage our audience, be relevant and interesting, it also can drive business to our organization."

The Solution

Newsletter, Blog and Social Integration

Kintronics selected the ContentMX Cloud because it allowed them to directly address multiple marketing needs and fix their inbound traffic and SEO problems.

ContentMX Cloud[™] provided Kintronics with an easy to use, yet multi-faceted platform that solved several key challenges; their need to better connect with their audience, increase their web site ranking, assemble a robust newsletter, gain easy access to relevant curated content, and automate the process of publishing to blogs and websites.

When evaluating solutions Kintronics priorities were focused on simplicity, ease of use and end results.

"We needed an easy way communicate with our audience and make an impact quickly without taxing our resources. ContentMX Cloud allowed us to to create and deploy content-rich communications, without the need to be a technical expert with marketing platforms."

Kintronics now publishes a monthly newsletter that features two thought leadership articles and connects with their audience with humor and entertaining stories.

The process provided by the ContentMX Cloud allows Kintronics to push content to their blog, website, and social media at the same time that it appears in the newsletter. A companion microsite holds an online archive of each newsletter in addition to the featured articles. This creates a synergy between online and email content that provides both SEO and direct marketing results.



Finding Success with ContentMX

Less Time and Cost

"ContentMX makes it very easy to quickly publicize Kintronics content. Because producing a newsletter is easy and less time consuming it saves us money. We don't need to hire another person just to publicize our content on Linkedin and publish a newsletter. It's a very simple process."



The Kintronics Newsletter

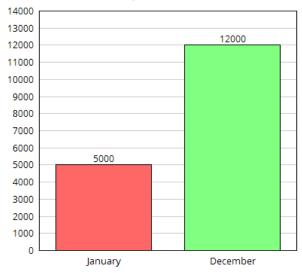
Improved SEO and Higher Search Position

Kintronics.com moved from the 3rd page to the 1st page for important keywords resulting in more traffic.

"Our web position was improved by publicizing our site using our blog and monthly newsletter. We received more leads because people found us on the first page of Google search when they used relevant terms."

More Unique Visits

The number of unique visits to the Kintronics web site increased from around 5,000 per month, January of 2014 to over 12,000 per month by December of 2014.



Unique Site Visits

More Leads

The number of leads increased from 1 or 2 per day to 4 or 5 leads per day.

