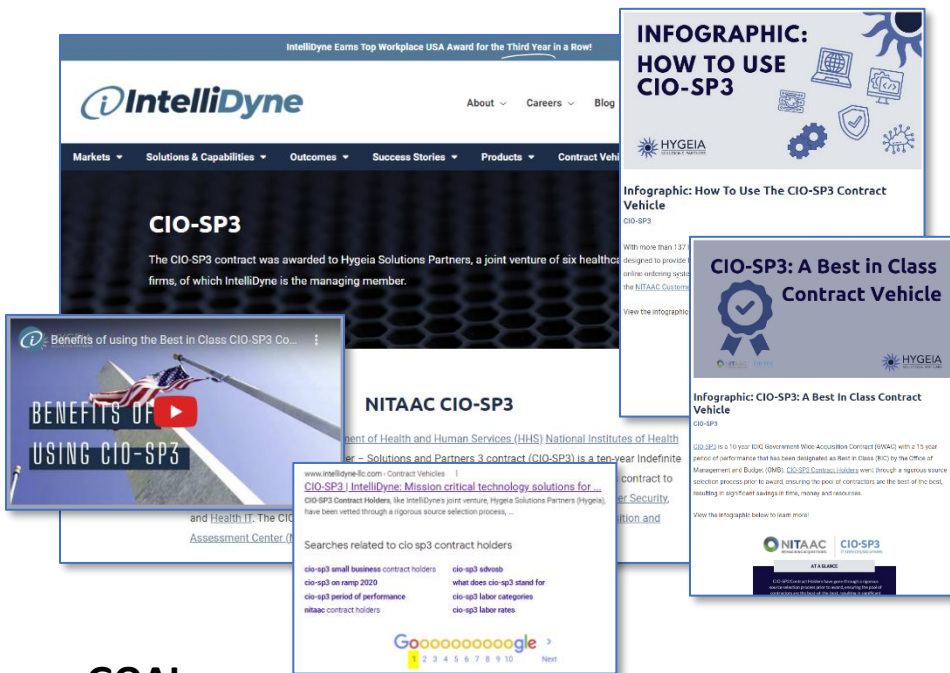


## CASE STUDY

# Contract Vehicle Marketing Campaign



200-person emerging mid-market IT solutions and management consulting firm

### CHALLENGE

Capture team for CIO-SP4 determined their CIO-SP3 joint venture had not accomplished sufficient marketing to meet the new bid requirements.

### GOAL

Develop marketing artifacts and success metrics for the CIO-SP4 bid.

### SOLUTION

Build landing page, manage inbound/outbound link strategies, lead on-page SEO, run PPC and sponsored content campaigns digitally.

### RESULT

Client has moved from not findable in organic search, to page one of SERP (organic search results) for CIO-SP3 related keyword searches in ALL, IMAGES, and VIDEOS tabs in Google and has the artifacts and success metrics to strengthen the upcoming bid response.

### REFERENCE

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