

# Internet Marketing Case Study: Corp Shorts



## Business Challenge:

Corp Shorts was unable to generate leads via the Internet due, in part, to its flash-based Web site and lack of relevant content. Less than ten inbound sites linked to the Corp Shorts Web site, and it did not rank in search engine results. The firm needed an Internet marketing strategy to drive large amounts of traffic to its Web site.

## Our Solution:

We implemented a comprehensive, multi-phase Internet marketing solution that included:

- Adding keyword-rich content to every page of the Web site
- Implementing social bookmarking and link building strategies
- Pay per click (PPC) advertising
- Building a social networking presence on YouTube, Twitter, LinkedIn, Facebook, and other networking sites
- Developing email marketing campaigns
- Creating and disseminating keyword-rich press releases

A key partner in our complete Internet marketing solution was Novo, Inc., a copywriting firm specializing in search engine optimization (SEO), to write articles on a monthly basis. These keyword-rich articles helped Corp Shorts significantly increase its online exposure by ranking on the first page of Google and other search engines for several targeted keywords.

## Results:

The impact of our Internet marketing solution after the first year is extensive. Results include:

- Increasing visitors to Corp Shorts' Web site by 500%
- Generating an average of five leads per week
- Being listed on the 1<sup>st</sup> three pages of search engine results for more than 20 targeted keywords
- Over 1,200 keyword phrases are converted to Web site visits
- More than 240 different sources deliver traffic to the Web site
- Videos are viewed by several thousand visitors on YouTube

"Corp Shorts wanted to increase traffic to its Web site," said Gregg Towsley, president of WSI Quality Solutions. "We developed a customized Internet marketing solution that helped the company dramatically improve its position in search engine rankings. Now Corp Shorts regularly receives more qualified leads, and their business has grown as a direct result of our services."

## www.CorpShorts.com Internet Video Production Firm

### About Corp Shorts

Corp Shorts is a Los Angeles-based video production company that specializes in professional film shorts for online video branding and marketing. Corp Shorts is leading the way in new media with its corporate short videos, providing forward-thinking solutions to companies who want to capitalize on the Internet, TV, and mobile mediums by creating high-quality, affordable video shorts that drive new business.

### About WSI Quality Solutions

Through its network of 12 production centers and over 2,000 offices in 87 countries, WSI Quality Solutions provides affordable Internet-related services and technologies that deliver maximum return on investment for businesses. Our proven Internet marketing system delivers qualified leads to your business and saves you money. WSI Quality Solutions is located in Manhattan Beach, the South Bay area of Los Angeles.

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