



**Kubernetes Network Management
Brand Increases Awareness by 3X
and Generates 4X Quality Leads**



About the company

The client is a leading software company that provides enterprise software for managing Kubernetes and VM workloads. They help organizations manage the networking and security complexity of modern, hybrid cloud application infrastructure. They are one of the top contributors to open-source projects such as Istio and Envoy Proxy. They are one of the fastest unicorns in the Cloud and Security industry.



Challenges: Lack of Brand Awareness and Quality Leads

The client is helping IT teams to re-imagine their network infrastructure with their innovative product. They are committed to nurturing members of the Istio and Envoy open source community. And from business pov, they want to quickly capture the market and deliver their innovation to many clients in North America and the rest of the world.

However, their marketing team faced many challenges while establishing their brand beyond the community and capturing qualified leads.

Lack of high quality leads from Google Ads

The client's marketing team started running both search and display Google Ads for a set of keywords and the North American region. After running Ads for nearly six months, they did not generate any quality leads. The effectiveness of each dollar spent on the marketing was low.

Poor brand awareness in the market

As an emerging unicorn, they wanted to quickly tap the new and emerging Kubernetes based network and security market. This was only possible with the right content strategy to engage their customers, particularly the buyers and influencers. Their buyers included senior persons like CIOs, CISOs, VP of IT Procurement, and influencers included platform architects and security persons.

Non performing content without optimization

Their marketing and product team has done a phenomenal job of creating a lot of content to educate their audience about the domain and their product. Since their content was not completely optimized for search engines, it did not draw traffic to their website as much as it was expected.

Reliance on traditional marketing tools did not help

The company's marketing operation team relied on various tools such as Google Analytics, SEMrush, aHref, and Hubspot to understand what content would work for them. But there were too many metrics, which was overwhelming for them to structure it entirely and make decisions quickly.



Solution: The Client Implemented Content Strategy From the Day-1

Client's marketing team chose Innoventsoft for two primary reasons- content planning and execution and insights into generating leads. Innoventsoft provided Intelligent Content Marketing (ICM) platform, which helped them formulate and execute content for their buyers and influencers.

Innoventsoft executed the project in three phases- Executing and Optimizing Content, Tracking KPIs, and Insights into Lead Generation.

Keyword research, competition benchmarking on Day-1

After implementing the ICM platform, on Day-1, their marketing team first got suggested keywords that would have been important for their domain. ICM platform gauged the competition sites and gave them a benchmarking analysis of how they stack against other vendors in terms of website traffic.

Sure shot content planning on Day-2

ICM platform used NLP technologies to suggest top topics that had a higher probability of drawing more traffic to the client's website. The company's marketing team discussed with experts from Innoventsoft to strategize and freeze a detailed content plan (with an outline of each content) for the next two quarters. The content plan was designed for buyers and influencers in essential phases of the customer journey- Awareness, Interest, Desire, and Action.

And all of these in Day-2.

Client's marketing team assigned the content to relevant persons and subject matter experts in their organization to create content. Within 4 months, most of the content was written and published on their website.

Centralized tracking of KPIs for all stakeholders

The stakeholders from the client side wanted to understand how their content effort pans out and if it is tied to the higher business goals. Innoventsoft provided all the crucial metrics using the ICM platform. ICM platform sends 6 golden marketing effectiveness metrics to stakeholders such as Founders, Product marketing, Marketing Operation, and Digital Marketing.

The 6 golden metrics include- Content Lead Time, Content Frequency, Brand awareness (Impressions), Clicks, Lead Generated and Lead Qualified.

Automatic optimization of all web pages using ICM SEO engine

ICM platform provided the visibility into the page that needed attention with an optimization score- suggesting pages need further Optimization. ICM platform provided all SEO suggestions and best practices for each blog wrt a keyword. Client's digital marketing personnel can now easily refer to the platform and ensure all the pages are entirely optimized by 100%.

Insights to capture leads from website

Once the newly generated content generated additional traffic, the discussion turned into how to capture leads out of those who are visiting their websites and consuming their content. Innoventsoft provided insights into how to capture leads. By deploying those insights, their marketing operation team can now capture qualified leads from their website.



Result: More Brand Awareness and More Leads

Innoventsoft and the client started the engagement in Dec 2021, and within 5 months, the client commissioned a strong content plan and optimized their webpages and blog pages. They visualize their content progression and impact with the KPIs, providing the whole team with a common goal and direction.

150,000 rise in impressions in 3 months	3.6X rise in the organic traffic to blogs	4X more quality leads from organic channels
The total impressions of their website rose by 150,000 in just three months, all from organic traffic.	Clients observed a rise in their blog traffic. Total unique page views rose by 3.6X in 5 months of content optimization and execution.	Due to high traffic, the promotion of gated assets worked very well. The client's marketing operation team generates 4X high-quality leads with a greater chance of a conversion.