

GROWTH MARKETING AGENCY



With Pedigree

The Concept of Creativity Upgraded to A Whole New Dimension

CODEL - case study

ISO 9001
ISO 27001

BUREAU VERITAS
Certification



CODEL

ABOUT / CHALLENGE

Codel is an industry-leading tech company from Zagreb, founded in 1991, with a subsidiary in the UK.

In the past 30 years, their primary focus has been the design and development of integrated systems for production and industry, as well as automation of business processes and resource optimization.

In 2008, Codel developed AIDA, a Total Production Management platform that integrates industrial machines, production processes and data transmitting with ERP systems.

AIDA has set the direction for Codel, which is now focused on Industry 4.0, Smart Factory solutions, digitalization and robotics.

They turned to our agency in search of a reliable partner that will help them reinvent their visual identity and build their digital presence. The main goal was to present their company as an industry leader and bring them closer to potential customers, as well as to educate the general public about their services and products – which was the biggest challenge for our agency.

GOALS

- To redesign the company's visual identity in relation to their new direction
- To design and develop a modern, functional and highly optimized website on the WordPress platform
- To raise brand awareness through social networks and PR articles
- To bring potential customers to CODEL website through organic search

RESULTS

65%

increase in the overall top 100 keywords in the first 12 months

23%

quarterly growth in organic impressions

18%

quarterly growth in organic traffic

5

high-ticket conversions with almost 285% ROI

75%

growth in page views on LinkedIn, with 53% of unique visitors and 40% of CTA clicks

Project Activity Steps

REINVENTING VISUAL IDENTITY

Given the challenge of the project itself and the particular niche of the client, our first step was to redesign the visual identity of CODEL.

We started with new logo creation, followed by creating a brand book - which served as a basis for future promotional and public relations activities.

PROMOTIONAL MATERIALS FOR SCIENCE AND TECH FAIRS

Since the client is often enrolled in science and tech fairs and conferences around the world, we decided to create visually uniformed promotional materials that would represent them to customers from all over the globe.

Brochures, leaflets and roll-ups were designed, which served as a foundation in creating recognizable brand and helped them in building new connections and partnerships with other companies, as well as attracting new interested clients.

MARKET EXPANSION - THE CREATION OF THE UK WEBSITE

Meanwhile, CODEL has opened a subsidiary in the UK - so we decided to design and develop a dedicated website for the UK market. Initial optimization and segmentation were done on the corresponding local search engines.

Both websites had uniquely designed pages, according to the previously created brand book.

CONTENT STRATEGY

In order to raise brand awareness and bring potential customers to CODEL website through organic search, we needed to create specialized and user-friendly content. Therefore, in cooperation with our client, we were regularly writing blog posts related to relevant topics in Industry 4.0, Smart Factory solutions and robotics.

The results were visible in the first 12 months: a 65% increase in the overall top 100 keywords plus A ranking for another 50 keywords. Also, quarterly growth of 23% in organic impressions and 18% in organic traffic was visible, which led to several effective conversions with almost 285% ROI. This showed us direct results of highly specialized content aimed at their ideal customers.

In order to further raise brand awareness and position CODEL as an industry leader, we launched PR campaigns in relevant, industry related domestic internet portals - they were leading to backlinks, which were also part of our SEO strategy for CODEL.

SOCIAL NETWORKS

You know the saying - if you are not visible on social media, you are not visible. Taking into consideration the specific niche of our client, we decided to focus on LinkedIn.

Since its algorithm favours private profiles over company sites, we created profiles for all CODEL C-level employees and the company site, for the purpose of a stronger network and better content distribution among users and connections.

This tactic resulted in stable monthly growth in LinkedIn metrics: 75% growth in page views, 53% growth of unique visitors and 40% CTA clicks.

Visit CODEL on the link below:

www.codelsolutions.co.uk

Contact Us



ZOTEH LLC (HR)
VAT ID: HR11073776336
Vladimira Vidrića 8,
10000 Zagreb, Croatia
T: +385 91 7333 713
E: info@maoio.agency

MAOIO AGENCY LTD (UK)
Company No. 12352774
71-75 Shelton Street,
London, WC2H 9JQ, UK
T: +44 20 3286 9300
E: info@maoio.agency