

LOCUS ROBOTICS

The Algorithm Advantage:

Algorithm Digital Marketing's Data-Driven Marketing Playbook for Locus Robotics

AT A GLANCE

Challenges

Internal Challenges:

- **Budget Fluctuations:** Adapting to changing budgets and maximizing ROI.
- **Website Relaunch:** Overcoming SEO issues caused by a site redesign.
- **Attribution:** Accurately measuring marketing channel effectiveness.

External Market Challenges:

- **Market Volatility:** Responding to pandemic-driven demand and increased competition.
- **Longer Sales Cycles:** Addressing more complex buyer journeys and decision-making processes.
- **Competition:** Standing out in a crowded market with diverse solutions.
- **Privacy:** Adapting to evolving privacy regulations and tracking limitations.

Success KPIs

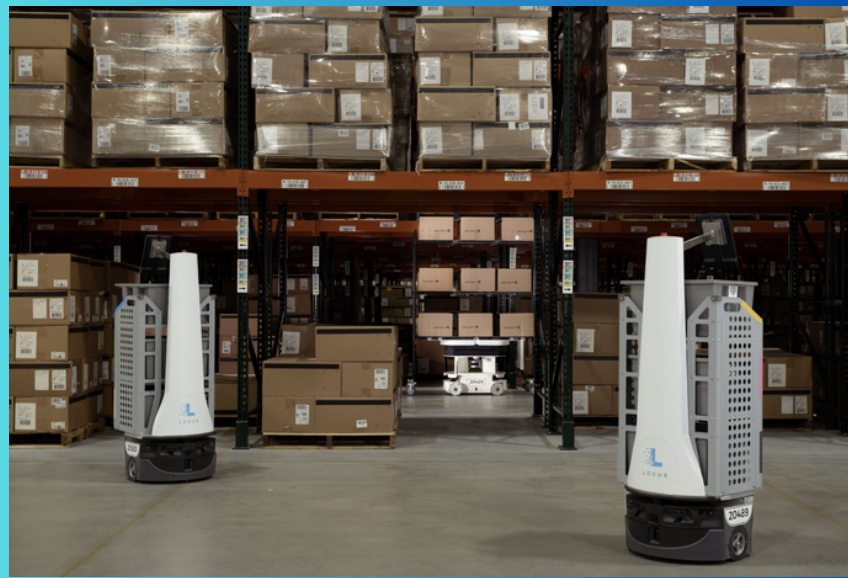
- Averaged 82,474 organic sessions per year, despite pandemic and other market challenges.
- Achieved 17.7% YoY organic traffic growth (2021-2023).
- Deliver valuable leads through cost-effective SEO.
- Recovered from website relaunch SEO issues.



"I truly trust the Algorithm Digital Marketing Team to handle all of the complexities of online marketing allowing me to focus on the many other things I have to juggle in my role"

Jeff Cody

Director of Interactive Marketing



OBJECTIVES

- Increase brand awareness in the warehouse robotics and automation market.
- Generate high-quality leads that convert into sales opportunities.
- Maximize ROI from their marketing investments, especially with decreasing budgets.
- Maintain a strong online presence through both paid and organic channels.

SOLUTIONS

Paid Search:

- Targeted high-value keywords to maximize limited budgets
- Prioritized valuable conversions (demo requests).
- Continuously optimized campaigns based on performance leveraging downstream sales data to optimize towards what is working.
- Expanded reach with B2B display advertising.

SEO:

- Optimized website for increased organic traffic.
- Created engaging content to attract customers.

Data & Attribution:

- Improved attribution accuracy with multi-touch tracking.
- Leveraged data for informed decision-making.

STRATEGY

Data-Driven Approach:

We leveraged detailed data from Google Ads, Salesforce, and other sources to understand campaign performance, attribute conversions accurately, and make informed decisions about budget allocation and optimization.

Adaptable Campaigns:

We maintained flexibility in our campaigns to respond to evolving business goals, budget adjustments, and market shifts. This included adjusting keyword targeting, bidding strategies, and ad formats to maximize ROI.

Integrated Marketing:

Recaptured interest through strategic remarketing, value-driven content, thought leadership content, precision targeting and channel-specific strategy that led to thousands of qualified activities and qualified leads that led to millions in recurring revenue and customer lifetime value.

Focus on High-Value Actions:

We prioritized conversions that indicated strong purchase intent, such as demo requests, to improve targeting accuracy and ensure efficient use of resources.

Technical SEO Expertise:

We proactively addressed SEO challenges caused by website changes, mitigating potential losses in organic traffic and maintaining a strong online presence.