

How 81 & Sunny Played an Integral Role in Increasing a Tech Company's Annual Revenue 67% Using an Organized and Effective SEO & Paid Media Strategy

THE COMPANY

Star2Star is an international tech company founded in 2006 with a passion for revolutionizing the world of business communications. For medium and enterprise-level businesses, Star2Star unifies and simplifies complex communications challenges. Star2Star's B2B model offers seamless team productivity using various collaboration, video meetings and voice solutions.

THE CHALLENGE

For SEO, pre-existing onsite optimizations were minimal and targeted terms were outdated with little to no search volume. Also, terms with high volume but low relevancy were making it challenging to win top organic search positions.

For paid media, pre-existing ad accounts and campaigns across multiple channels were not structured correctly or being optimized to drive success and therefore resulted in a waste of marketing investment funds.

THE APPROACH

- Defined realistic KPIs and budgets that laddered up to the top business goals of Star2Star
- Refined the point of conversion which increased the quality of bidding optimizations and campaign reporting data
- Ensured paid landing pages were SEO optimized
- Tested new channels to determine best performance drivers and optimal media mix to fill all levels of the marketing funnel

"Star2Star has been working with 81 & Sunny for the last couple of years to help with multiple aspects of the digital journey for both our Partners and Customers. During that time, we have seen a 171% increase YoY in driving partner conversions for our business and have moved all digital media buying & SEO services over to them. They are extremely knowledgeable, attentive, thorough and have the ability to drive performance through multiple digital channels".

David Portnowitz – Chief Marketing Officer



THE RESULTS



171%
INCREASE IN
NEW PARTNER
LEADS



2X
SEARCH
VISIBILITY



20%
GROWTH IN
ORGANIC
WEB TRAFFIC



67%
INCREASE IN
ANNUAL
REVENUE

Eric Wilder

President | 81 & Sunny

(941) 698-6548

info@eightyonesunny.com

