



# MARKETING ANNUAL REPORT

Discover Market Trends To Ensure Competence  
In Today's Marketing Landscape:

A comprehensive report with industry trends  
and market competition analysis for marketing  
managers.

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## INTRODUCTION

Marketing world is evolving at light speed and marketers, today are compelled to reevaluate their marketing strategies to stay ahead of the competition. With the emergence of new technologies, shifting consumer behavior, and changing industry standards, they are forced to rethink their approach to marketing tools, channels, tactics, and trends.

Consumer needs, and expectations from businesses today are nothing like they were 5 years ago and no one could have predicted that 2023 would bring such dramatic changes to marketing.

The marketers who precisely planned their marketing campaigns by applying the knowledge they had at the beginning of the year ended up scrapping their plans and starting all over again.

An insightful marketing strategy is the key to establishing a successful business. Unfortunately, a lot of companies fail to adapt to the insightful marketing changes. And it's obvious why. You have to read every report, talk to influential industry experts long and hard, and analyze endless consumer data constantly to stay on top.

With 2024 just around the corner, businesses must stay current and be aware of trends that are set to dominate the next few years.

## ABOUT THE DATA IN THIS REPORT

The data in this report stems from surveys conducted by Growth-onomics 3 expert partners – who came forward and surveyed more than 1,524 marketing professionals as part of an online survey conducted between April 7, 2023, and September 19, 2023, read influential reports, and analyzed consumer data from competing sources.

Since our focus is on protecting the privacy of our users, we have removed and anonymized information from this report that could be used to identify an individual marketing agency, marketer, or author.

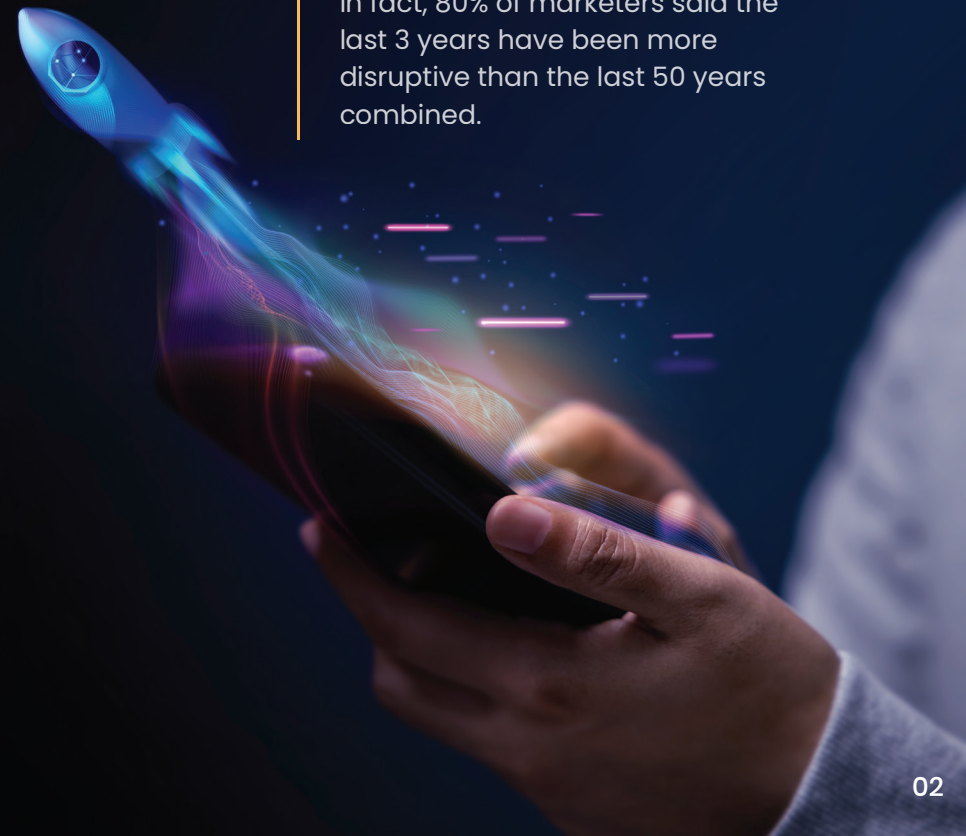
Even though we include data from other sources, all of the visual representation of the data is original to Growth-onomics. We are also grateful for the contributions of the industry members who were interviewed for this report.

Growth-onomics is also thankful for the contributions of the industry members who were interviewed for this report. Without them, this report would not have been possible.

## WHAT PRECISELY CHANGED THIS YEAR?

The marketing industry has changed a lot.

In fact, 80% of marketers said the last 3 years have been more disruptive than the last 50 years combined.



# THESE ARE THE TRENDS SHAPING THE INDUSTRY.

01

Surge In AI-Enhanced Marketing.

02

AI & ML Are Being Used For Personalized Marketing.

03

Short Form Videos Rule As New Form of Storytelling.

04

Growing Use of Video And Live Streaming.

05

Surge In Conversational Marketing.

06

Influencer Marketing Likely To Remain A Viable Marketing Strategy.

08

Rise Of Voice Search Leading To Voice Search Optimization.

09

Integration of Inclusive Marketing.

10

Concerns Over Data Privacy Push Marketers Toward New Strategies.

07

UGC Still Holds Value For Users And Marketers.

## SURGE IN AI-ENHANCED MARKETING

Whether it's chatbots, data-driven decisions, personalization, or automation, AI has a key role in marketing today. AI is perceived as a positive technology by marketers under responsible usage, and this trend is expected to grow in the years to come.

Below is a list of statistics related to this issue:

**88%**

of marketers agree that their organization must ramp up its use of automation and AI to meet customer expectations and maintain a competitive edge.

**54.5%**

of marketers agree that their organization must ramp up its use of automation and AI to meet customer expectations and maintain a competitive edge.

**71.2%**

of respondents think AI can perform better than humans in their current jobs.

# STATISTICS ON MARKETERS ' USE OF AI

**61.4%**

of marketers have used AI to maximize their marketing efficiency.

**44.4%**

have used Artificial Intelligence (AI) to produce content.

**19.2%**

of marketers have invested more than 40% of their marketing budget into AI-powered campaigns.

## Artificial Intelligence (AI) Assisting Marketers Gain An Edge Over Competitors

We have seen marketers using AI in different areas that involve content creation (blogs, website copy, product description, social media posts), and promotional campaigns (advertising).

While AI-powered tools cannot replace true creative geniuses "Humans" overnight, they are a great way to save time and break out of creative slumps.

## Google Launches AI-Powered Ads

AI isn't just for robots. Google, too has launched its own AI-powered ad algorithm to maximize campaign efficiency through the optimization of the following factors:

1. **Bidding Strategies.**
2. **Targeting parameters.**
3. **Ad creatives**

## AI & ML ARE BEING USED FOR PERSONALIZED MARKETING

63% of consumers today expect personalization to be standard, and businesses must reflect that in their marketing strategies.

Marketers knew that the only way to provide a truly personalized experience was by collecting and analyzing vast amounts of data about their customers and finding the best way to engage them. And what could have been more effective than AI in this situation?

## NOW IT'S POSSIBLE TO PERSONALIZE MARKETING MESSAGES AND PREDICT FUTURE BEHAVIORS

The global artificial intelligence market for marketing is predicted to reach \$40.3 Billion by 2025, at a compound annual growth rate (CAGR) of 29.7%.

The new AI and ML technologies provide everyone with the

ability to personalize marketing messages at scale and leverage real-time data to enhance campaigns on the fly.

Collected data can also be used to predict future behaviors.

By leveraging these technologies, businesses can personalize customer experiences and automate tasks – ultimately giving marketers more time to concentrate on other strategic initiatives.”

If you still don't believe AI and machine learning are revolutionizing digital marketing – Sundar Pichai, Google's and Alphabet's CEO, "declared a code red to upend existing plans and accelerate AI development.”

## GOOGLE ANALYTICS GOES BEYOND TRENDS

Google Analytics 4 (GA4) is equipped with a set of features known as Analytics Intelligence, which utilizes Google's machine learning models to analyze information and predict end-user behavior.



## SHORT-FORM VIDEOS RULE AS THE NEW FORM OF STORYTELLING

Platforms like YouTube, TikTok, and Instagram with their Reels feature, have made short-form video one of the most powerful ways to reach and engage audiences, a trend that will continue well into the future.

With social media at the forefront of our video landscape, virality is one of the key reasons short-form videos are so popular.

With relatively less effort and cost, short videos hold the potential to engage and entertain audiences, tap into trending topics, and go viral.

Here are some key stats related to short-form videos.



73%

of consumers prefer watching a short video to learn more about a product or service.

59%

of short-form videos have an average watch rate of 41-80%, with 30% having more than 80%.

64%

of customers worldwide make purchases after watching a brand's social video.

86%

of marketers agree that video is a powerful tool to generate leads.

Short-form videos are expected to grow the most out of all marketing strategies in 2024, as marketers plan to invest more in them.

### Short Form Videos Are Excellent Promoter

Short-form videos work best for grabbing viewers' attention.

The best example is **TikTok**.

TikTok is an addicting app with **one billion** users worldwide that can keep you watching shorts for hours. In fact, TikTok users have become so addicted to short videos that **50%** of them consider

videos longer than a minute to be "stressful."

68%

49%

An average TikTok user spends **26 minutes** on the app every day where:

**49%** of corporate videos are less than a minute long.

**68%** of viewers will happily watch your business videos less than a minute in length.

# GROWING USE OF VIDEO AND LIVE STREAMING

Video content is still dominant in digital marketing, with live streaming emerging as an essential tool for real-time engagement.

Videos and live streams enabled brands to connect with audiences, share valuable information, and showcase products.



80%

26%

**80%** of users prefer to watch a brand's live videos over reading its blog

**26%** of consumers watch live videos for exclusive content or services.

67%

30.4%

**67%** of audiences who watched a livestream bought tickets for similar events.

**30.4%** of users between the ages of 16 and 64 watch at least one live broadcast each week.

Whereas interactions on **Facebook Live** are **6 Times higher** than on traditional videos.

TREND

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Live streaming will continue to dominate the marketing landscape in 2024, with revenue expected to reach **\$247 billion** by 2027. Considering its flexibility and versatility, live streaming is suited to a variety of business applications, including:



### Boost The Visibility of Your Events

Despite the shift back to in-person events, virtual events are still popular, providing brands with a global audience without increasing costs.



### Loyalty And Brand Awareness

Connect with your audience and stay top-of-mind with live streams that highlight who you are and what you offer.

### Maximize Conversions

Live streamers have reported 10x higher conversion rates than the average e-commerce conversion rate in industries such as fashion, beauty, food, electronics, gaming, and education.

# TREND

05



## SURGE IN CONVERSATIONAL MARKETING

Conversational marketing has revolutionized the way customers shop.

Conversational marketing strategy has facilitated customer conversations tremendously regardless of where they are in the buying cycle.

It has minimized the waiting times for ticket or form responses dramatically.

The lines between human-to-human and human-to-computer conversations disappear when chatbots, live chats, and targeted messaging are utilized.

In our study, we have found customers to be more loyal to it (conversational marketing), as it's less transactional and more effective at fostering loyalty and driving sales than traditional marketing media.

## 73 TRILLION MESSAGES

A recent survey found that people have sent 73 trillion messages via chat applications.

### Here are some other key stats:

As of **2023**, **\$112** billion has been spent on e-commerce chatbots.

Chatbots, for example, will control **95%** of customer interactions by **2025**.

According to industry estimates, the chatbot industry is expected to reach **\$142 billion by 2024**.



# TREND

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## INFLUENCER MARKETING LIKELY TO REMAIN A VIABLE MARKETING STRATEGY FOR BUSINESSES OF ALL SIZES

Influencer marketing is already big, and it will only get bigger. Gained a lot of traction this year, and we predict it will continue for years to come.

In many cases, influencer marketing is a wise investment because of its high ROI.

**48%**

According to one survey, 48% of marketers believe influencer marketing is more effective or more profitable than other marketing channels.

Another survey found that, for every dollar spent on influencer marketing, \$5.20 is returned.

By 2029, Data Bridge Market Research expects the global influencer marketing platform market to be worth \$69.92 Billion, growing at a CAGR of 32.50%.

**89%**

89% of marketers plan to increase or maintain their influencer marketing investments next year.

**17%**

17% of marketers plan to invest in it for the first time in the coming year

**56%**

Over 56% of marketers investing in influencer marketing work with micro-influencers and not million-follower celebrities.

## Influencer Marketing Prediction For 2024

Considering the continued interest in influencer marketing, it isn't surprising that 2024 is predicted to be the year marketers will spend over \$7.14 billion on influencer marketing.

Influencers are often judged by their follower count, whereas real influencers are measured on their engagement (clicks, subscribers, and purchases).

## USER GENERATED CONTENT (UGC) STILL HOLDS MORE VALUE

User-generated content (UGC) has left an indelible mark on consumers seeking out brands they can trust and spend money on.

You are out of the game if you aren't leveraging user-generated content. The impact of user-generated content is well documented, so instead of diving into every piece of content, we selected some of the most interesting statistics.



**93%**

However, a more recent survey found that 93% of marketers agree that consumers trust real-person content.

**96%**

96% of consumers don't trust advertisements, according to a survey by the American Association of Advertising Agencies.

The following are UGC statistics about its impact on consumption, authenticity, and impact on both sales and marketing.

**35%**

The retention rate of UGC is **35%** higher than that of traditional content.

**79%**

**79%** of respondents believe UGC is highly influential in their purchasing decisions.

**90%**

**90%** of consumers cite authenticity as an important factor in their decision about which brands they support and like.





## RISE OF VOICE SEARCH LEADING TO VOICE SEARCH OPTIMIZATION

Voice search is showing no sign of slowing down thanks to voice assistants like Alexa and Google Home.

This is also leading to businesses optimizing their content for voice search to make sure their products and services show up higher on the search list.

**According to Google, 20% of all Google mobile queries are voice searches for which 45% of adults and 55% of teens use voice searches daily.**



# ONE BILLION VOICE SEARCHES

Approximately 1 billion voice searches are conducted every month.

**50%**

Over 50% of adults report using voice search daily.

**27%**

By the end of 2023, 27% of people will use mobile voice search.

**20%**

Voice search accounts for more than 20% of all Google App searches.

**40 Billion**

Voice search shopping is projected to cross \$40 billion.

**It is estimated that by 2024, there will be 8 billion voice-enabled digital assistants and a \$26.8 billion global voice recognition market.**

## Voice Search And User Experience

Embracing voice search can dramatically improve user experience.

Adding voice-first technology to a customer journey will help businesses build a seamless and interactive experience for customers.

Even if you're not ready to advertise with smart speakers, it's important to optimize your content for voice search. The way voice searchers use

search is different.

The tone of their queries is longer and more conversational, so tailoring your content to meet these needs, and anticipating questions, can help you rank higher in voice searches. It also increases your chances of becoming a featured snippet or being found at Google position zero.

## INCLUSIVE MARKETING OUTPERFORMED

Authentic connection will never go out of style and that's what inclusive marketing is all about.

Marketing strategies that are inclusive have helped brands better connect with audiences from diverse backgrounds, cultures, and languages.

With a diversity of voices, sticking to inclusive practices will also attract more talent with different perspectives.

**46%**

46% of marketers believe that brands need to be culturally relevant on social media to stand up for diversity, equity, and inclusion.

**64%**

64% of consumers surveyed said that they took some sort of action after seeing an ad they considered to be diverse or inclusive.

**According to our old survey in 2020, 42% of respondents wanted to see more racial diversity in advertising.**

## CONCERNS OVER DATA PRIVACY PUSH MARKETERS TOWARD NEW STRATEGIES

*As AI advances, consumers' concerns about data privacy are escalating.*

For digital marketers, consumer behavior data is essential for targeting advertisements and customizing content. But, sooner or later, access to that data may get restricted by some.

A staggering 7 out of 10 Americans are "very concerned" or "extremely concerned" about their online privacy, whereas 42% don't feel comfortable with personalized ads.

# 73%

A recent Google survey revealed that 73% of people are concerned about privacy.



To address consumer concerns, Apple and Google are rolling out third-party cookies, a method by which companies collect information about their consumers.

Consumer trust is being restored by digital marketers as they revamp their data collection strategies. Those marketers who previously relied on third-party cookies can now use first-party data instead. This is data that is directly collected from customers by a company.

There's more to 2023 marketing trends than simply knowing what your audience wants.

The marketing landscape of today is rapidly changing, and businesses must continuously improve their strategies and tactics to stay competitive. A potential recession, new algorithms from Google, and other emerging technologies will be detrimental to your business in 2023, making it imperative that you stay agile, innovative, and data-driven.

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# TREND



## SAAS MARKETING CASE STUDY

SAAS Marketing Case Studies Ranks #1 As The Best Marketing Tactic To Increase Sales.

Almost **40% of SaaS marketers** say that case studies are very effective at boosting sales.

Whereas **24% of SaaS marketers** say they would produce more case studies because they drive sales

Our survey indicates that marketing case studies are a growing priority for SaaS companies.

Marketers plan on producing **more case studies** in the coming year.

SaaS companies produced, on average **17 case studies in 2023** and are forecast to produce 22 new case studies in 2024.

As of now, **93% of SaaS companies** have a dedicated “case study” section on their website, up from 77% last year.

Another popular use of case studies is in social media posts, however, in comparison with **84% of SaaS companies** that utilize case studies in social media, only **2% consider social media** to be the most important channel to use case studies.

# APPSUMO ORGANIC GROWTH BY 843% GENERATING REVENUE OF 340%

This incredible digital marketing case study highlights Omniscient's approach to raising AppSumo's organic website traffic by 843% while increasing revenues by 340% with a four-part strategy.

AppSumo Organic Growth of 843% Fuels Revenue Growth of 340% With 4 Steps.

Includes details on:

1. Research process
2. Strategy development
3. Content production
4. Link Building

A key objective was to grow traffic and convert that traffic into revenue.

With Omniscient's 4-step process, we can diagnose and implement the right approach AppSumo needs to grow organically.

1. Research
2. Strategy
3. Production
4. Promotion

AppSumo had an impressive domain rating (DR) score in the 70s. From a content economics perspective, this means that **AppSumo.com** content can compete for highly competitive keywords.

With that in mind, Omniscient figured out the strategy.

AppSumo's software marketplace offers discounted products often viewed as alternatives to more popular software, making software categories a major focus of their keyword research.



## TREND 12

According to Omniscient's research, AppSumo's website was set up to convert visitors into customers if it could rank for highly competitive, high purchase intent keywords like "best graphic design software" or "Canva alternatives."

This was a good opportunity for Omniscient to apply its product-led content principle.

Besides focusing on conversions, the team also incorporated relevant keywords with high search volumes and low purchase intent to acquire more traffic. Numerous potential keywords were identified by Omniscient. The team partnered with AppSumo to whittle down the content list to a quarter's worth.

Following this, Omniscient created content briefs for each target keyword, giving the AppSumo content team all the information they needed. Briefs included suggestions for titles, featured snippet opportunities, and supplementary keywords that headers and subsections might rank for.

To allow AppSumo to stay lean, Omniscient collaborated with AppSumo's writers to optimize and prepare content for publishing with minimal edits.

Omniscient also built high-quality, relevant backlinks from websites with a domain rating (DR) of 50 or higher to supplement AppSumo's high domain rating.

## Result

AppSumo's organic blog traffic grew by 843% in one year:

AppSumo now ranks for tens of thousands of keywords that are related and semantic to its targeted keywords.

Through its ranking for the phrase "Photoshop alternatives" (with 18,000 monthly searches ) AppSumo is also ranked for "free Photoshop alternatives" (with 17,000 monthly searches ) and "free alternatives to Photoshop" (with 4,000 monthly searches).

And that traffic wasn't junk. This valuable traffic would have cost AppSumo over \$165,000 in advertising costs. That money isn't saved just once. By ranking for those keywords and not having to pay for traffic, AppSumo saves money every month.

AppSumo's organic traffic revenues grew 340% along with traffic growth. AppSumo now has a scalable content strategy focused on keywords with high search volume and high purchase intent. They plan to use that strategy as they expand their product offering range to meet the needs of new buyer segments.





# NOMAD LIST - PROGRAMMATIC SEO CASE STUDY

Nomad List, an online community catering to digital nomads and remote workers, embarked on a strategic journey to optimize its online visibility through Programmatic SEO.

By creating an impressive array of indexable pages on Google, Nomad List aimed to enhance its digital presence and serve its audience effectively.

Nomad List's Online Visibility Enhancement With Programmatic SEO.

## Background

Nomad List, founded by Pieter Levels, has grown into a prominent platform for digital nomads seeking resources, insights, and a community to connect with.

As the digital nomad lifestyle surges in popularity, Nomad List recognizes the need to not only meet but also anticipate user requirements.

One of the key strategies was to offer a versatile filtering system to help users find destinations that best suit their preferences and needs.

## Strategy

Nomad List's strategy centered on leveraging Programmatic SEO to create a robust structure of indexable pages on Google.

This entailed the generation of pages based on various filters, allowing users to fine-tune their search according to specific criteria.

This approach was designed to provide a highly personalized and user-centric experience.

## Key elements of strategy

The key elements of the strategy included:

### 1. Filter Diversity

Nomad List's website boasted hundreds of filters, ranging from cost of living and internet speed to quality of life and visa requirements. Each filter was meticulously designed to assist digital nomads in refining their search and locating their ideal destinations. By creating an indexable page for each filter, Nomad List ensured comprehensive coverage of search terms.

### 2. Content Optimization

The indexable pages were enriched with content tailored to the filter criteria. This included destination-specific information, travel tips, and relevant data, making these pages valuable resources for users.

### 3. Data-Driven Approach

Nomad List employed data analysis to continually refine and expand the list of filters, ensuring that the platform remained up to date with the evolving needs of its user base.

**Results** Nomad List's Programmatic SEO initiative yielded impressive results:

**5,000+ Pages  
for Each Filter(s)**

The platform successfully generated over 5,000 indexable pages for each filter, covering a broad spectrum of user preferences and criteria.

**240K Links  
from 8.5K Domains**

The SEO strategy also attracted a vast network of backlinks from 8,500 different domains, a testament to the relevance and authority of Nomad List's content.

**2,113 First-Page  
Rankings**

Nomad List's optimized pages secured over 2,113 first-page rankings on Google, significantly improving the platform's visibility to users actively searching for digital nomad destinations.

**40.5K/Month  
Organic Traffic**

Perhaps most significantly, the programmatic SEO efforts translated into a substantial increase in organic traffic, with the platform now attracting 40,500 visitors per month.

## Key Takeaways

Nomad List's Programmatic SEO case study serves as a compelling illustration of the power of data-driven strategies in enhancing the visibility and effectiveness of a platform.

Programmatic SEO served as a perfect example of data-driven marketing.

By creating thousands of indexable pages, optimizing content, and staying attuned to user preferences, Nomad List successfully met the evolving needs of the digital nomad community.



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## CASUAL AI-POWERED CONTENT STRATEGY GENERATED MONTHLY \$1 MILLION

Casual, a revolutionary number-crunching software specializing in financial modeling, deployed a cutting-edge content strategy powered by artificial intelligence (AI) to redefine its online presence.

By harnessing the capabilities of Byword.ai, Casual embarked on an ambitious project to generate over 7,000 AI-authored articles in January 2022.

### Background

Casual, founded in 2019 by financial technology enthusiasts “Taimur Abdaal and Lukas Köbis”, sought to disrupt the traditional spreadsheet approach by introducing a more dynamic and robust financial modeling solution.

Recognizing the importance of educating and engaging its target audience, Casual was determined to leverage the potential of AI-generated content to drive brand recognition, attract new users, and solidify its position in the competitive financial software landscape.

## Strategy

Casual's strategy revolved around a multifaceted approach, blending AI technology with data-driven content creation. Key elements of this strategy included:

### Byword.ai Partnership

Casual teamed up with Byword.ai, to craft over 7,000 articles in January 2022. Byword.ai's AI capabilities allowed for the rapid creation of high-quality, informative, and engaging content, covering diverse topics related to financial modeling, data analysis, and spreadsheet alternatives.

### Scalable Topics

The AI-generated articles were carefully structured to address scalable topics. These topics encompassed a broad spectrum of user interests and pain points, catering to potential users who might be searching for solutions similar to what Casual offered.

### SEO Optimization

To maximize visibility and reach, each article was optimized for search engines, ensuring that they would rank well on search results pages and attract organic traffic.

## Results

Casual's AI-powered content strategy yielded remarkable results:

**7,000**  
Total Pages

Casual successfully published a staggering 7,000 AI-generated articles within a single month, significantly expanding its content library and knowledge base.

**38,192**  
First-Page Rankings

The SEO-optimized articles secured an impressive 38,192 first-page rankings on search engines, dramatically enhancing Casual's visibility to users actively seeking financial modeling solutions.

**New Links from**  
**1,648**  
Domains

The extensive content generated new inbound links from 1,648 different domains, demonstrating a strong endorsement and increased authority in the financial software sector.

**1.07** Million/Month  
Organic Traffic

Most notably, Casual's ambitious AI-powered content strategy translated into a substantial increase in organic traffic, with the platform now attracting a staggering 1.07 million visitors per month.

## Key Takeaways

Casual's case study stands as a testament to the transformational power of AI-driven content strategies. By harnessing Byword.ai's capabilities to generate thousands of informative articles, Casual successfully diversified its online presence and educated a vast audience about the benefits of its financial modeling software.

This case study underscores the importance of staying at the forefront of technology and embracing innovative approaches to content creation and marketing.

Casual's investment in scalable, AI-generated content not only boosted its search engine rankings and organic traffic but also established the platform as a thought leader in the financial software industry.

Casual's journey illustrates that, in today's digital landscape, leveraging AI for content creation can be a game-changing strategy for software companies seeking to reach and engage a global audience effectively.

It is a prime example of how artificial intelligence can transform content marketing and drive substantial business growth for the platform.





## KAPWING FREE WEB APPS STRATEGY

Kapwing, a versatile video creation tool, embarked on a quest to redefine the way users interact with its platform. By offering a staggering 225 free web apps, Kapwing transformed its website into a comprehensive hub for content creation, attracting a massive and diverse audience.

## Background

Founded by “Julia Enthoven” and backed by a team of creative minds, Kapwing recognized the ever-growing demand for simple yet powerful tools for video and content creation.

With a vision to empower users, Kapwing aimed to offer a multifaceted solution that transcended traditional video editing software.

To achieve this, the company embraced a strategy built around free web apps, designed to engage users while serving as a gateway to their premium offerings..

## Strategy

Kapwing's strategy was holistic and built on key principles:

### User Engagement

By offering free web apps, Kapwing ensured that users could immediately experience the value of their platform. This engagement served as a powerful on-ramp to their paid plans, with users transitioning from free usage to premium subscriptions.

### Free Web Apps

Kapwing created an extensive library of 225 free web apps, each focusing on specific content creation tasks. These apps allowed users to edit, manipulate, and craft videos, images, GIFs, and more, all without any upfront costs.

The diversity and user-friendliness of these apps made Kapwing's website a one-stop destination for content creation needs.

### Link Magnetism

The quality and utility of Kapwing's free web apps made them attractive to a wide audience and acted as link magnets. Numerous websites and users linked to these apps, boosting Kapwing's authority and SEO rankings.

## Results

Kapwing's strategy delivered remarkable results:

Kapwing hosted an impressive array of 225 free web apps on its website, establishing itself as a content creation powerhouse.

**24,653**  
First-Page Rankings

The strategic integration of these free web apps resulted in an impressive 24,653 first-page rankings on search engines, ensuring high visibility to users searching for content creation solutions.

**28.5K**  
Links from 2.5K Domains

Kapwing's free web apps attracted a substantial network of backlinks from 2,500 domains, reflecting the quality and popularity of their content.

**900,000/**  
Month Organic Traffic

Most notably, Kapwing's innovative approach translated into a substantial surge in organic traffic, with the platform now drawing a staggering 900,000 monthly visitors.

## Key Takeaways

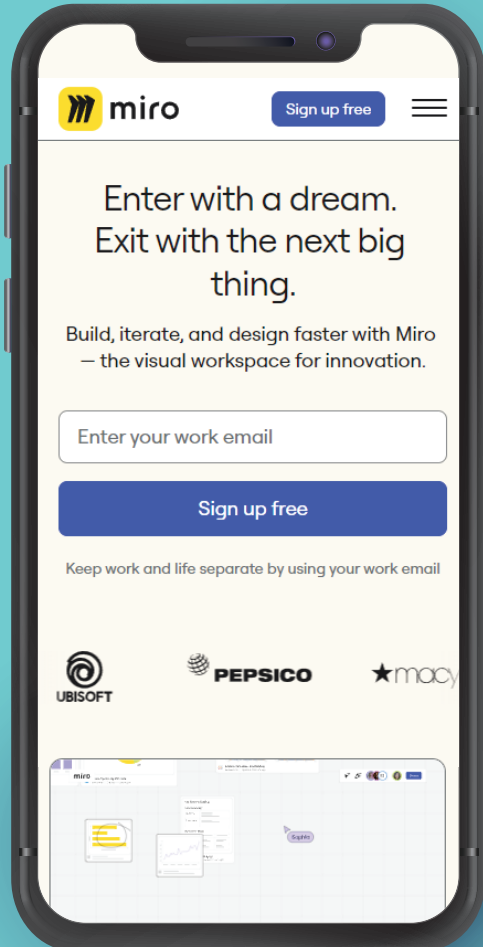
This case study highlights the significance of offering value upfront to engage users and funnel them into premium services. By focusing on user experience and creating an expansive suite of free web apps, Kapwing not only increased its organic traffic but also established itself as an indispensable resource for content creators worldwide.

The continued success of Kapwing shows the true value of free web apps in today's digital landscape and their essential role in driving growth and building brand recognition.



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## MIRO (TEMPLATES)

Miro, a dynamic collaboration visual workspace, is redefining how users approach product design and project management.

At the core of their strategy are 408 meticulously designed templates, each aimed at addressing specific business or personal challenges.

These templates have catapulted Miro to the forefront of the workspace market, facilitating user engagement and fostering a vibrant community.

### Background

Miro, founded by “Andrey Khusid” and led by a team of visionary creators, saw the need for a versatile and intuitive platform that could empower users to visualize and execute their ideas.

The challenge was not just to develop a workspace but to provide the tools and resources that could facilitate efficient project management and product design.

Miro's strategic focus on templates was born from this vision.

### Strategy

Miro's strategy is built on several key pillars, including:

## Problem-Solving Templates

Miro curated a library of 408 templates, each tailored to solve specific business or personal problems. These templates covered a wide array of scenarios, from product development and project management to creative brainstorming sessions.

## User Engagement

These templates serve as an immediate point of entry for users, allowing them to start working on their projects without the need for extensive setup or design skills. They streamline the creative process, making it accessible to everyone.

## Template Optimization

The templates are optimized for search engines, ensuring that they are discoverable and rank well. This strategy helps in generating organic traffic from users actively seeking solutions to their challenges.

## Results

Miro's strategic focus on templates yielded impressive results:

### 408 Template Pages

Miro's library of 408 templates provides a comprehensive resource for its users, serving as a testament to the depth of its offerings.

### 5,487 First-Page Rankings

The search engine optimization of these templates resulted in an impressive 5,487 first-page rankings, making Miro the go-to destination for those seeking solutions to their problems.

## Key Takeaways

Miro's case study serves as a testament to the potential of problem-solving templates in the workspace industry. With a range of templates catering to various needs, Miro not only increased its organic traffic but also established itself as a key player in the creative workspace market.

This case study underscores the significance of offering accessible, solution-driven resources to engage users and facilitate the execution of their ideas.

Miro's strategic focus on templates empowers both individuals and teams, offering them the tools they need to turn their visions into reality.

As Miro grows, it confirms the potential of templates as effective tools for enhancing user engagement and driving growth in today's digital workspace ecosystem.

### 28.1K Links from 2.6K Domains

The quality and relevance of the templates attracted a significant number of inbound links from 2,600 domains, a sign of the platform's authority and popularity.

### 104,000/Month Organic Traffic

Miro's innovative approach led to a substantial increase in organic traffic, with the platform attracting a remarkable 104,000 monthly visitors.

## TOPTAL' S LANDING PAGE TALENT CONNECTIONS

Toptal – a platform connecting the top 3% of freelancers with startups, businesses, and organizations, reinvents its approach to connecting freelancers and companies. By crafting a staggering 1,099 landing pages, meticulously categorized into 5 distinct job roles, Toptal radically improved overall user experience. This case study delves into the creative approach, the exceptional results achieved, and the transformative impact on Toptal's mission to bring top-tier talent to its clients.

### Background

Toptal's founders "Taso Du Val and Breanden Beneschott" recognized a growing need for high-caliber freelance talent at a time when market conditions were constantly changing.

The challenge was not just to bridge this gap but to do so with precision, matching clients with the exact talent they needed. Toptal's strategic emphasis on landing pages stems from this vision.

### Strategy >>

Toptal's strategy was a complex one built on different key pillars, like:

### Setting up landing pages

Toptal developed a formidable arsenal of 1,099 landing pages, each meticulously tailored to cater to five distinct job roles. These roles included design, development, project management, product management, and finance, enabling clients to pinpoint their talent needs with pinpoint accuracy.

### Complete optimization

Each landing page was thoroughly optimized to target specific keywords relevant to its job role. For instance, the landing page "toptal.com/designers/web" was primed to target the keyword "web designers."

## Results

Toptal's strategic focus on landing pages yielded remarkable results:

**1,099**  
Landing Pages

Toptal's collection of landing pages stands as a comprehensive resource for its clients, offering a tailored and user-friendly gateway to its platform.

**1.2 MILLION**  
Links to These Pages

The quality and relevance of the landing pages attracted an astounding 1.2 million inbound links, a testament to the authority and impact of Toptal in the industry.

**28,768**  
First-Page Rankings

The search engine optimization of these landing pages yielded 28,768 first-page rankings. This placed Toptal front and center for clients actively seeking high-caliber freelance talent.

**737,000/MONTH**  
Organic Traffic

The innovative approach drove considerable organic traffic, with Toptal drawing more than 737,000 monthly visitors. This indicates not just the quantity but also the quality of traffic, showcasing the precision and relevance of the landing pages in connecting clients with the right talent.

## Key Takeaways

Toptal's case study demonstrates the transformative power of precision-focused landing pages in the talent-matching industry.

With an extensive array of landing pages tailored to specific job roles, Toptal not only increased its organic traffic but also revolutionized how it serves clients, offering them tailor-made solutions for their unique talent requirements.

Toptal's strategic focus on landing pages empowers businesses to access the top 3% of freelancers with unparalleled ease. Its success story is a beacon for companies seeking to enhance user engagement and deliver exceptional value to their clients.

As Toptal continues to thrive, it exemplifies the potential of landing pages as powerful tools for fostering precision in talent connection and driving growth in today's ever-evolving workforce landscape.



## VEGAMOUR'S PAIN POINT SEO

Vegamour, a distinguished brand specializing in vegan hair, lash, and eyebrow products, launched a strategic initiative to redefine its approach to customer needs.

By publishing a series of 722 articles focused on addressing customer pain points, Vegamour has not only provided valuable solutions but also established itself as a leading voice in the beauty industry.

This case study explores the innovative strategy, the impressive results it has yielded, and the transformation of Vegamour's brand in catering to its customer's specific needs.

### Background

Founded by "Daniel Hodgdon" Vegamour's commitment to vegan beauty products stems from a deep understanding of the changing preferences of modern consumers.

The challenge lay in not only developing these products but also in providing meaningful support and education to their customers.

The pain point SEO strategy was a direct response to this challenge.

## Strategy

Vegamour's strategic approach was built on several key principles, such as:

### Several (700+) Pain Point Articles

Vegamour curated a comprehensive collection of 722 articles, each focused on addressing specific customer pain points. These included issues such as dry hair, rough hair, white hair, and more. The aim was to provide detailed insights, solutions, and guidance for users seeking answers to these common concerns.

### Keyword Optimization

Each article was meticulously optimized for specific keywords related to the pain point it addressed. This SEO strategy ensured that the articles ranked well in search results, making them highly discoverable.

### Native Product Promotion

While providing valuable insights, these articles also naturally promoted Vegamour's products. The content was designed to seamlessly integrate the brand's offerings, nurturing a natural pathway for conversion.

## Result

Vegamour's strategic focus on pain point SEO delivered impressive results:

### 722 Articles

Vegamour's library of articles stands as a rich resource, offering comprehensive solutions to their customers' concerns.

### 17,433 First-Page Rankings

The SEO-optimized articles secured a remarkable 17,433 first-page rankings on search engines, underscoring Vegamour's authority in the beauty industry.

### 7.7K Links from 1.2K Domains

Vegamour's content drew 7,700 inbound links from 1,200 domains, signifying the depth of trust and authority Vegamour has built in its domain.

### 205,000/Month Organic Traffic

Most notably, Vegamour's unique approach translated into a substantial increase in organic traffic, with the platform now attracting an impressive 205,000 monthly visitors.

## Key Takeaways

Vegamour's case study serves as a powerful example of how a user-centric approach, backed by pain point SEO, can transform the growth of a brand.

By providing comprehensive content that addresses customer concerns, Vegamour not only increased organic traffic but also established itself as a trusted resource and an influential voice in the beauty industry.

Vegamour's strategy nurtures both brand recognition and consumer loyalty by providing real solutions. The native promotion of products within these informative articles not only serves as a potential conversion driver but also aligns with the user's natural journey in seeking solutions.

# TYPEFORM BACKLINK STRATEGY GENERATED 650K LINKS

Typeform – a versatile form-building and online survey software, has redefined how businesses interact with their audience. Ingenious backlink strategies play a key role in their success.

By embedding Typeform surveys on various websites with a "powered-by Typeform" hyperlink, they have harnessed an astonishing 650,000 backlinks.

## Background

Founded by "Daniel Hodgdon" Vegamour's commitment to vegan beauty products stems from a deep understanding of the changing preferences of modern consumers.

The challenge lay in not only developing these products but also in providing meaningful support and education to their customers.

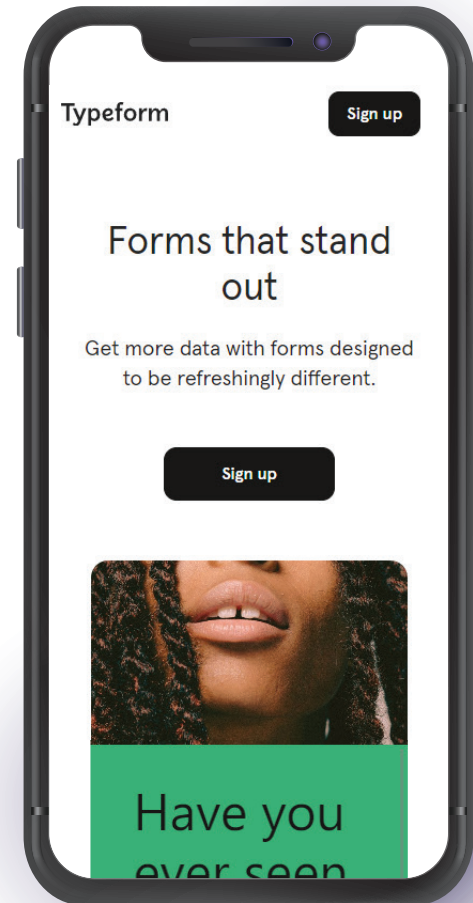
## Strategy

Typeform's strategy is characterized by its simplicity and effectiveness:

### "Powered by Typeform" Hyperlink

When users embed a Typeform survey on their website, it includes a discreet "powered by Typeform" label at the bottom.

This label acts as a hyperlink, naturally linking back to the Typeform website. This straightforward method enabled the generation of a vast number of backlinks.



## Results

Typeform's backlink strategy delivered remarkable results:

**654K**

**Links from 31.2K Domains**

The "powered by Typeform" label embedded in countless surveys across the internet yielded an astonishing 654,000 backlinks from 31,200 unique domains. This network of inbound links became a powerful asset in Typeform's online presence

**13,966**

**First-Page Rankings**

The SEO strength derived from this extensive backlink network secured an impressive 13,966 first-page rankings, a testament to Typeform's authority in its domain.

**559,468**

**Do-Follow Links**

Over half a million of these links were classified as do-follow links, signifying their significant impact on Typeform's search engine rankings and visibility.

**500,000/MONTH**

**Organic Traffic**

The backlink strategy contributed to a significant increase in organic traffic, with the platform now attracting 500,000 monthly visitors.

## Key Takeaways

Typeform's case study underscores the transformative potential of a creative, yet straightforward backlink strategy. By incorporating a "powered by Typeform" hyperlink, they not only harnessed a massive network of backlinks but also elevated their platform as a leader in the online form-building and survey industry.

The discreet backlinks are not only advantageous for Typeform but also offer added value to the users who employ their surveys.

Typeform's success story is a beacon for businesses aiming to optimize their online presence, fostering organic growth through creative, user-centric strategies.

As Typeform continues to flourish, it stands as an exemplar in the digital landscape, showcasing the immense potential of innovative backlink strategies in driving organic traffic and building brand recognition.



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