

## Electrical Manufacturer Company Digital Marketing Case Study

By DMark Solutions

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[Km 41 McArthur Highway, Malolos City, Bulacan 3000](#)

## Brief Introduction

DMark Solutions was approached in 2021 by a leading Electrical Manufacturer Company in the Philippines. The brand lacked a strong online presence and sought to establish itself through search engine optimization (SEO) and paid advertising strategies. This successful partnership resulted in the brand not only achieving top 3 rankings for relevant keywords but also experiencing a significant increase in organic inquiries, solidifying their online presence.

## The Brand Overview

With over 70 years of experience, the company has established itself as a trusted provider of wires and cables for local and multinational companies in the Philippines. Recognizing the growing importance of digital marketing, they partnered with DMark Solutions to bridge the gap in their online presence, despite their prominent industry reputation.

## Our Goals

Our collaborative efforts aimed to achieve the following:

- Increase brand visibility: Secure top 3 rankings in Google search results for targeted keywords, driving organic traffic to the brand's website.
- Generate inquiries: Convert increased website traffic into qualified leads by establishing the brand as a readily accessible resource.
- To achieve these goals, we implemented a comprehensive digital marketing strategy encompassing both SEO and Google Ads.

## Google Search Optimization (SEO)

This campaign focused on:

- Keyword research and optimization: Identifying and strategically incorporating relevant keywords throughout the brand's website content.
- Content creation and link building: Developing high-quality, informative content that addresses user search queries and establishes the brand as a thought leader in the industry.

- Technical SEO improvements: Optimizing the website's technical structure and performance for improved search engine crawlability and ranking potential.

*The SEO campaign successfully resulted in:*

- Having 100% of the keywords (first batch) ranks on the first page of Google Search Results Pages.
- Averaging at least a thousand in organic traffic to the website

**We employed Google Ads to:**

- Target additional keywords: Reach a wider audience by covering keywords not fully addressed by the SEO campaign.
- Generate leads and sales: Utilize targeted advertising to attract potential customers actively searching for electrical wire products.

**YouTube Awareness Campaign**

To further strengthen the brand's image and reach a wider audience, we implemented a YouTube awareness campaign. This cost-effective strategy mirrored the traditional approach of television commercials but with the benefit of broader online reach.



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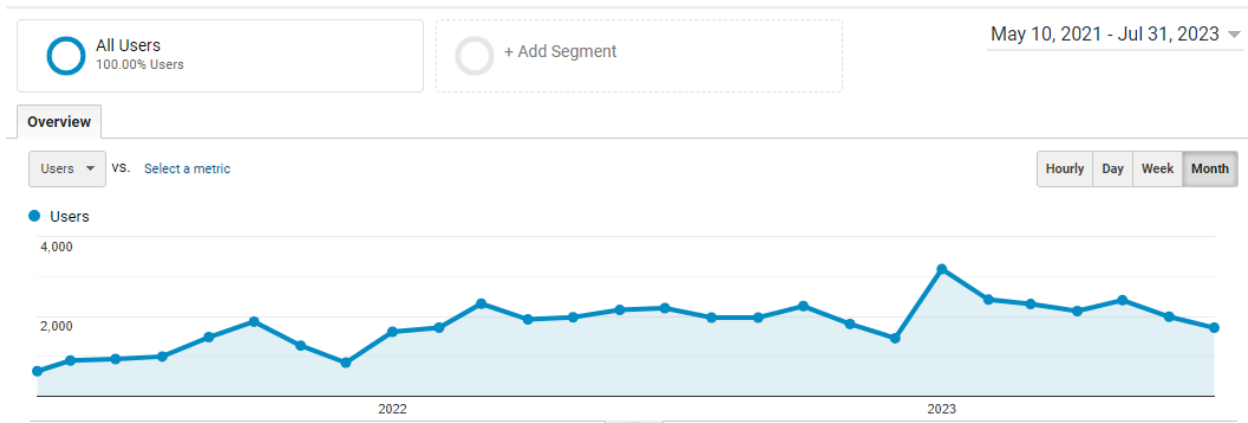
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## The Outcome

While initial challenges were encountered, significant progress was observed within a few months. As illustrated in the following data visualizations:

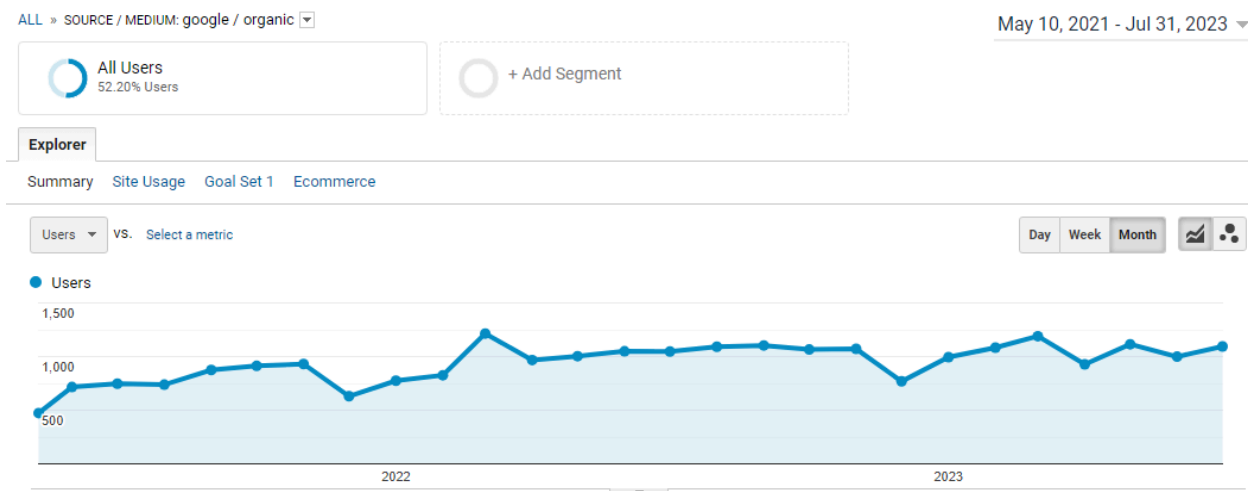
### Overall Website Traffic

Gradual increase in organic traffic was observed having declined in specific months.



### Organic Traffic

Continuous increase in organic traffic as time pass by.



## Keywords Visibility

The table below shows keyword improvements in visibility.

KEYWORDS	2021				2022				2023	
	May 4	Jun 15	Sep 30	Dec 29	Mar 31	Jun 30	Sep 30	Dec 1	Mar 31	Jun 30
electrical wire supplier philippines	2	1	1	1	1	1	1	1	1	1
wire manufacturers in philippines	5	1	1	1	2	4	2	2	4	2
wire supplier philippines	1	1	1	1	1	1	1	1	5	1
wires and cables suppliers in the philippines	6	1	1	1	1	2	3	2	4	1
cable wire supplier philippines	3	1	1	1	1	1	1	1	6	1
thin wire suppliers philippines	14	7	2	1	1	1	1	1	1	1
submersible cable suppliers in the philippines	18	13	10	1	1	1	1	1	1	1
building wires manufacturers	10	1	1	1	1	1	1	1	6	1
durable thin wire philippines	8	3	7	2	1	3	4	4	2	1
automotive cable suppliers	-	-	-	84	-	74	1	2	1	1
bare copper wire manufacturers	-	52	1	2	1	1	1	1	1	1
wholesale electrical wire	-	64	10	4	1	2	1	1	1	2
electrical cables wholesalers	-	-	4	1	1	1	1	1	5	1
power cables wholesale	-	-	24	10	5	8	8	5	5	5

## Google Search Clicks & Impressions

(last 16 months since the date of publication)



## Google Ads Clicks, Impressions, CTR and Cost (all time)



## Conclusion

This case study demonstrates the effectiveness of DMark Solutions' comprehensive digital marketing strategy in establishing a strong online presence for our client.

By combining SEO and Google Ads, we successfully increased brand visibility, generated qualified leads, and solidified the brand's position as a leader in the electrical wire manufacturing industry.

Are you ready to attract more high-converting website traffic and drive sales?

**Contact DMark Solutions today for a free consultation!**

Our team of digital marketing experts will analyze your current online presence and craft a customized strategy to achieve your unique business goals.

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