

# How a Cybersecurity Startup generated over > \$1Million dollars in new opportunities

A story of 4X conversions, gained visibility, and 50% decrease in cost per acquisition

## THE CHALLENGE

### Low click-through rates and conversions

Prior to working with Get Knowticed, this startup worked with another agency. The startup wasn't getting enough from their previous agencies online marketing efforts. Stating, **"We wanted open convos about strategy and goals that were honest and achievable. There's no time for fluff!"**

Some of the challenges they faced included:

- **Low** click-through rates and conversion rates
- **Losing** organic search rankings on core keywords
- **Lack** of visibility in comparison to competitors

That's A LOT of L's 📉

## THE SOLUTION

### Clicks, Conversions, and Customers

Within the first month of working with us, we created short-term and long-term strategies to achieve better results. We started by ensuring they ranked and served relevant content for their desired keywords. This increased their visibility and messaging with ideal customers. Next we implemented a paid search strategy that drove high-quality prospects to take action.

“Within a year, Get Knowticed increased our conversions

**400%**”

- CMO at Cybersecurity Startup  
(100-200 employees)

## THE TAKEAWAY

**“Get Knowticed is not only knowledgeable, but creative and consistent. They understand what works, what doesn’t, and the best approach to take.”**

Working with Get Knowticed, the startup is now visible to the right people both organically and with paid advertising. They attest to the IMPACT their new digital presence has on the overall business. Get Knowticed **generated over \$1 Million dollars in opportunities, increased conversions 400% and decreased cost per lead by 50%.**

There is a science to digital marketing that this startup and most startups do not have the resources to conquer. Here’s what they said, **“Outsourcing digital marketing and advertising to an outside agency has helped us tremendously so we are not losing out on business.”**



Using Get Knowticed we **optimized** organic and paid search efforts, **increased** overall online presence, and **gained** the visibility needed to target the right audience.

- Digital Marketing Manager  
at Cybersecurity Startup  
(100 -200 employees)



### CLIENT NAME:

Cybersecurity Startup

\*NDA signed

### USE CASE:

Paid search, SEO

### SUCCESS FACTOR:

+400% Conversions, -50%  
Cost per lead, and > \$1M  
Opportunities

**GetKnowticed.com**