

CASE STUDY:

Commercial Surety Bond Agency

Laser-targeted digital lead
generation for a unique
and highly-specialized
ideal customer profile.

ZIPLINE[®]
< B2B MARKETING >

Commercial Surety Bond Agency is a California-based surety bond agency

that specializes in helping contractors secure bonding for large-scale construction and infrastructure projects.

Commercial Surety Bond Agency has been one of the leaders in its industry since it opened its doors in 1984. Over the years, this reputation as a leader has served CSBA well, helping to drive sales and demand. However, fueled by the pandemic and a younger buyer profile, buying patterns have shifted online from face-to-face sales. This seismic shift created a need for Commercial Surety to quickly ramp up its online reputation and exposure. The biggest challenge with this ramp up though was not only creating interest but interest among a highly specialized ideal customer profile.

This challenge is exactly why Commerical Surety turned to our team at Zipline B2B Marketing. Our expertise in developing laser-targeted digital and SEO strategies hyper-focused on attracting and converting the right prospects was the perfect fit for CSBA's unique needs and target market.

Challenges

- ✓ Build brand awareness with large-scale commercial contractors.
- ✓ Establish and communicate competitive points of differences in a commoditized industry.
- ✓ Penetrate long-term existing vendor relationships.
- ✓ Increase qualified lead generation through digital channels.

Key Tools Used



Account-Based Marketing



Website Design



Content Strategy & Development



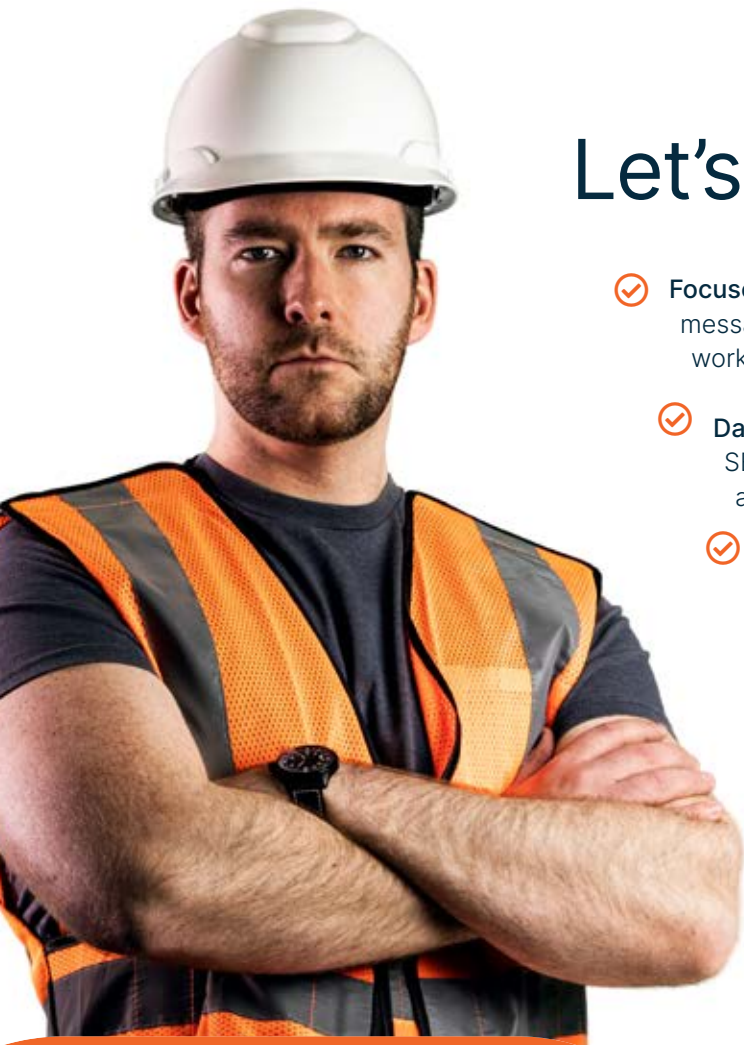
Conversion Optimization



Data-Driven SEO



PPC Advertising



+1,532%

INCREASE IN
ORGANIC TRAFFIC

Let's Cut to the results.

- ✓ **Focused on the Message** - We worked together to develop messaging that clearly communicates the unique benefits of working with Commercial Surety.
- ✓ **Data-Driven SEO** - We implemented a variety of advanced SEO tactics engineered to increase exposure to our target audience within our target service area.
- ✓ **Transformed the Online Experience** - We refactored the website structure and content to better tell the story and to guide prospects through the sales funnel.
- ✓ **Surrounded our Prospects** - We used strategic account-based marketing strategies to research and target the ideal customer profile through email marketing and digital advertising.

Our laser-targeted, data-driven search engine strategy has been a game changer for Commercial Surety Bond Agency helping to target, attract, and convert in-market prospects that are ready to take immediate action. Search engine traffic has become the key driver of new users into the Commercial Surety sales funnel.

In addition, our team has worked with Commercial Surety to develop a robust ABM campaign that targets, informs, and nurtures its ideal prospects through the entire funnel process helping to improve the lifetime value of each lead generate and increase the totally number of leads making contact.

+340%

QUALIFIED
LEADS

+140%

INCREASE IN
CLOSED LEADS

+115

TOP 10
KEYWORD RANKS
IN GOOGLE

+50

#1 KEYWORD
RANK POSITIONS



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Zipline B2B Marketing has been instrumental in the restructuring of our B2B marketing strategy. I have been impressed with their creativity and innovation.

They are always bringing us new ideas and concepts that we can implement and helping us to continually refine our marketing to capture more in-market prospects. I enjoy working with them and feel like the Zipline team has become part of our in-house marketing team.



Dan Hukabay
Commerical Surety Bond Agency

For Similar Results:

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