

How iMarketo Boosted Online Visibility and Lead Generation for a Virginia-Based Cloud Security Provider

Client: A Leading Cloud Security & Compliance Firm Based in Virginia

Industry: Cybersecurity / Cloud Infrastructure / Compliance

Services Provided: SEO, Lead Generation, Performance Marketing, Content Strategy



CAMPAIGN SUMMARY

iMarketo delivered a strategic blend of SEO, targeted advertising, and value-driven content to position this cloud security provider as a thought leader—and more importantly, a trusted solution. From driving traffic to converting, it into leads, iMarketo helped fuel real pipeline growth for a technical audience.

CHALLENGES

1

Low Online Visibility

Competitive search landscape made it hard to rank for key industry terms.

3

Generic Messaging

Content failed to speak directly to security and compliance pain points.

2

Underperforming Ads

Poor ROI on paid campaigns due to unoptimized targeting and creatives.

4

Stagnant Lead Pipeline

Limited inbound leads from digital channels.

BACKGROUND

A Virginia-based firm delivering cutting-edge cloud security and compliance solutions (including SOC 2, ISO 27001, HIPAA) sought to strengthen its digital presence and attract more qualified enterprise leads. They partnered with iMarketo to implement a robust digital marketing strategy tailored for the cybersecurity industry.

Target Audience: CTOs, CISOs, DevSecOps teams, and IT leaders seeking secure, compliant cloud infrastructures.



206-337-9539



contact@imarketo.com



www.imarketo.com

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STRATEGIES

1

Search Engine Optimization (SEO)

- Industry-specific keyword mapping (e.g., "cloud compliance automation," "SOC 2 readiness tools")
- On-page optimization of technical pages and service pillars
- Link-building with authority sites in cybersecurity and tech

3

Lead Generation

- Custom landing pages with compelling CTAs for whitepapers and audit checklists
- Email nurture sequences based on user behavior and interest
- Integrated lead forms with CRM workflows for immediate follow-up

2

Performance Marketing

- Precision-targeted Google & LinkedIn Ads for key personas (CTOs, CISOs)
- A/B tested creatives focused on compliance pain points
- Retargeting campaigns to re-engage high-intent visitors

4

Content Strategy

- Authority blog posts around trends like FedRAMP, Zero Trust, DevSecOps
- Thought leadership from client SMEs turned into downloadable guides
- Case studies and compliance checklists to drive gated content conversions

RESULTS



75% More Organic Traffic - In just 4 months



2.5X Qualified Leads - From targeted campaigns



40% Lower Cost per Lead - Through optimized ads



Higher Engagement - With educational content



More High-Intent Downloads - Driving faster sales



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