

**How Siege Media Helped
GetVoIP Grow Their Traffic by
Over 10x in Two Years.**

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CASE STUDY

10x

TRAFFIC GROWTH IN 2 YEARS

500+

HIGH-QUALITY BACKLINKS

INDUSTRY

Information Technology

LOCATION

USA (Global)

SERVICES PROVIDED

Content Creation

& Distribution

Campaign strategy & implementation, including:

- SEO-focused market research
- Original content creation & curation
- Targeted email outreach for lead generation

The Client

GetVoIP

GetVoIP empowers buyers to make informed decisions about VoIP providers by providing user reviews, comprehensive research, and user-friendly comparison guides. Their advice is trusted by over 1,000,000 people and businesses around the world.

The Challenge

Need for SEO-Focused Content Marketing

Reuben Yonatan, CEO of GetVoIP, knew that a sophisticated content marketing strategy was crucial for his business's success. Only a smart content strategy would help his site rank better, lend his brand credibility, and help him carve a niche in a highly competitive market.

GetVoIP began evolving their SEO strategies and content curation strategies. They also began creating marketing assets in-house that they could use for brand growth and promotion.

Unfortunately, as Reuben quickly realized, creating assets in-house is time-consuming, and not particularly effective if your team doesn't specialize in creative content marketing. So, in 2013, Reuben reached out to Siege Media to see if they could help GetVoIP improve their search engine presence and appeal to their target audience.

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We tried to execute content creation and curation in-house, but quickly realized this wasn't our strong suit. Thankfully, Ross, Alex, and the rest of the Siege team are true creatives at heart. They're strategic, well-calculated, communicative, and easy to work with.



Reuben Yonatan

CEO of GetVoIP



The Solution

Original Content Creation & Promotion

Siege Media's end-to-end content creation and distribution solutions were exactly what Reuben was looking for. Not only did they ideate content that resonated with GetVoIP's brand, but they backed every asset with deep-tissue customer insights and SEO best practices.

In GetVoIP's case, what they needed was goal-oriented content that would appeal to specific demographics in the sales funnel and help them rank better. To facilitate this, they created dozens of infographics, data visualizations, surveys, and posts with mini-shareables over the course of two years.

Siege Media also handled distribution and promotion of each asset they created. Their rigorous email outreach ensured that GetVoIP's assets reached the most important industry leaders and prominent news outlets.



Siege Media managed to get us brand recognition from major media outlets such as Business Insider, Entrepreneur Magazine, Inc., FastCompany, and many others. This valuable recognition is hard to come by, but Siege Media achieves it for us on a regular basis.

The Result

10x Traffic Growth in Two Years

The results of Siege Media's content marketing strategies speak for themselves: over 500 new, high-quality backlinks, and 10x website traffic growth in just two years.

Plus, GetVoIP's search optimized content has also helped them gain a foothold in search results for many VoIP-related search terms, and their brand recognition continues to grow. Since hiring Siege Media, GetVoIP has been featured in Business Insider, Entrepreneur Magazine, Inc., FastCompany, Forbes, PCWorld, and many other prominent outlets.

Reuben knows that the content created by Siege Media has been a key factor in the strong brand growth GetVoIP's been enjoying. He's glad to have found a partner he trusts to handle his creative needs.

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Siege's creative marketing helped us gain a strong search engine presence. That strong search presence has helped give us an edge over our competitors and continues to add credibility to our company as we reach out to new clients.

Siege Media's SEO-focused content takes your content marketing to a whole new level.

Learn how we can help you create content that turns more heads, ranks better, and connects with your target audience.

CONTACT US

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