

REBELLION

CASE STUDIES

Tratech

Sector:
IT Consultation

Location:
Farnborough, Hampshire



Rebellion really got us thinking about how to approach our marketing.

Tratech had a website prior to our engagement but with their expertise and taking the time to understand my business, Rebellion developed a website and marketing strategy which was far more professional and something that we can be proud of.

Their friendly, no-nonsense approach really won us over and thanks to their skills, knowledge and effort have helped us grow.



Matt Rose
Managing Director



2.5
Million Pound Contract

8
Weeks for Results

3
Year Marketing Strategy

41%
Organic Traffic

The Challenge

The problem was gaining a foothold in the industry as a start-up business.

We can talk all day about what we do and why it works, but sometimes we need to show you. Tratech is only one of our many success stories. So let's get our business brains on and tell you how we helped Tratech have the opportunity of a 2.5 million pound contract.

Tratech came to Rebellion at the beginning of their business journey. As a tech start-up, Tratech focuses on serving its clients a holistic approach to business analysis, digital transformation, and more. Mainly targeting digital transformation in the retail and hospitality sector.

The Solution

Their issue was what many businesses face early on; getting themselves on the map with the use of digital marketing. With a limited budget and niche audience, the focus started with LinkedIn Advertising and then moved on to other avenues.

So how did we solve this problem? When you have little to no data to go on you need to start from the ground up. We began with LinkedIn Advertising which found us some results but, after an analysis we soon realised it wasn't delivering the results we'd hoped for. Understanding the data and results allowed us to then pivot the strategy and move to a content-led SEO strategy, combined with a detailed keyword research strategy.

The keyword research showed a niche audience and so targeting the right key terms was essential. After a thorough investigation, the Rebels identified several key terms and began to implement the strategy through detailed content marketing and highly impactful technical SEO.

Within 8 weeks of strategic and detailed work, Tratech began ranking nationally for several competitive key terms. This led to multiple conversions across the sector, as well as the opportunity of a £2.5 million contract with a global business (whoever said SEO doesn't work clearly doesn't do it right.)

The Conclusion

Due to the sheer success of these strategic marketing activities, Tratech began to face another problem, one which few start-ups enjoy so soon. With the flood of new leads and high-value conversions, Tratech needed to recruit to build out its team. After recruiting several new employees Tratech continues to grow across the board.

In order to keep moving on an upward trajectory they decided to double their spending with Rebellion and contract our services to develop a full 3-year marketing strategy that supports their growth plans and business goals.

In addition to all of the above, we also supported the Tratech team to design and deliver marketing support materials for the business expos they were attending to help maximise reach and conversions after the events.

If we've made this sound easy then we're doing our job right. If you'd like to Rebelutionise your marketing contact our team of rebels now.

