

THE SALMON FACTOR[®]

SAVORY INC.

A Case Study of a Food Industry Success

CONTENT

- 01 BACKGROUND
- 02 SITUATION
- 03 CHALLENGE
- 04 OBJECTIVES
- 05 STRATEGY
- 06 RESULTS



BACKGROUND

Food companies typically focus their marketing efforts on branding and point-of-sale promotion.

In the United States, there are millions of non-branded food-related searches.

Impacting new consumers is a tough task that historically requires a large advertising spend.

A strategy that lasts over time and does not depend on advertising campaigns is needed.



SITUATION

A food brand from the United States, which we will call Savory Inc., almost a hundred years old and with a wide presence in the market, has a website with low traffic and low search engine positioning.

Despite being a leader in the market, it lacks presence and relevance compared to other national and international brands.

It makes a substantial investment in marketing that focuses on media such as television or radio, also in digital, as well as in distribution channel.

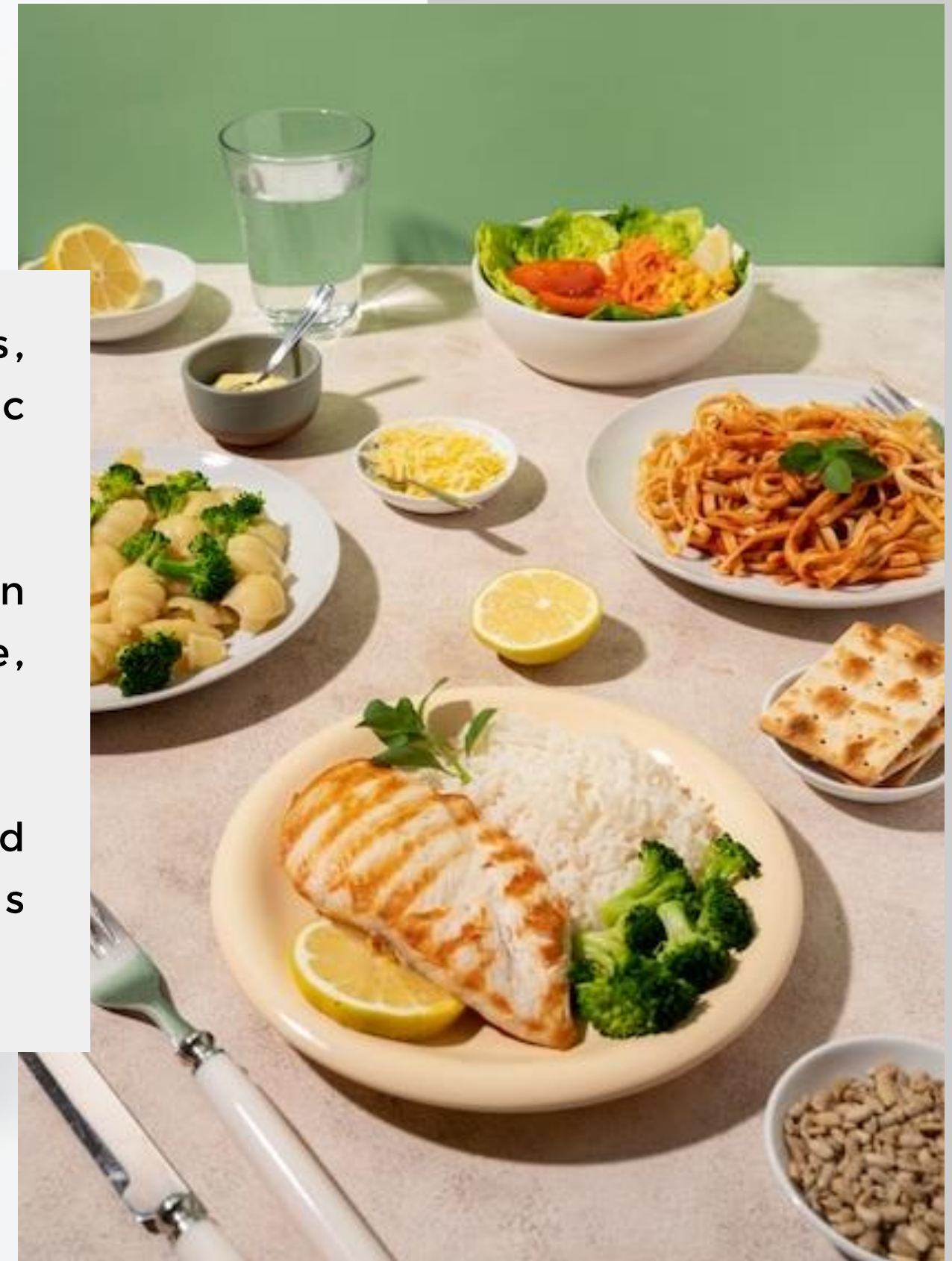


CHALLENGE

Update the Savory Inc. brand, with a digital focus, striving for search positioning to achieve organic traffic.

Transpose the brand's identity, steeped in multiculturalism and very close to the Latino audience, to a digital environment.

Design and develop the digital service to be provided by the brand through its website and social channels to the target audience.



OBJECTIVES



Objective n° 1

Design of a strategy to obtain traffic from search engines to the Savory Inc. website.



Objective n° 2

Create an optimized website that allows for proper indexing and search rankings to compete with other brands and gain market share.



Objective n° 3

Maintain over time the ability to continue to increase traffic, appear in organic results and make an impact with the brand in non-branded search queries.

STRATEGY

1

Market and
competitor
keyword
research

2

Development of
a new website
optimized in line
with SEO

3

Creation of SEO
content based on
relevant
keywords and
search trends

4

Monitoring and
tracking of
keywords,
organic traffic,
backlinks &
competitor
monitoring

RESULTS



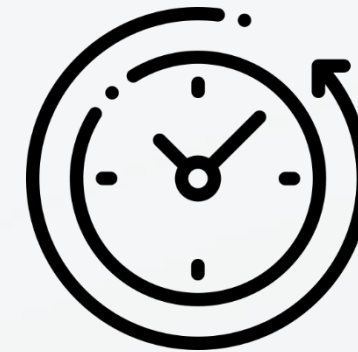
416% increase in
user visits



From 16K to 100K
Keywords



From 400 to
10.000 keywords
in
top 10 searches

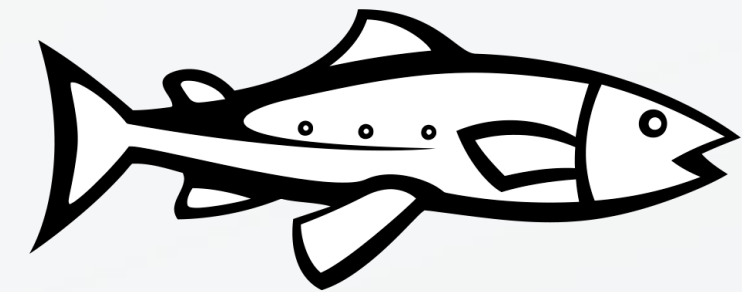


Up to 5 events
for each user and
average session
duration of more
than 40 seconds

*Data pertaining to the period of 2020-2023

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LET'S TALK 



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