

CASE STUDY



HOW DIRECT PAY ONLINE INCREASED THEIR CONVERSIONS

INTRODUCTION



[Direct Pay Online](#) provides an online solution for e-commerce in Africa. They primarily focus on the rapidly growing and technologically advancing East African countries of Kenya, Zambia, Tanzania, Uganda, Rwanda, Zanzibar, Malawi, Mozambique, South Africa, Namibia & Ethiopia. Direct Pay Online offers online payment and mobile payment platforms primarily for travel businesses in the region.

Eran Feinstein, Managing Director of Direct Pay Online, had 15+ years of experience leading technology, sales, marketing and operation teams, and sought to establish himself and his business as an authority in the East African e-commerce and payments arena.

BACKGROUND

Direct Pay Online provides an online solution for e-commerce in Africa. They primarily focus on the rapidly growing and technologically advancing East African countries of Kenya, Zambia, Tanzania, Uganda, Rwanda, Zanzibar, Malawi, Mozambique, South Africa, Namibia & Ethiopia. Direct Pay Online offers online payment and mobile payment platforms primarily for travel businesses in the region.

The main goal was to optimize Direct Pay Online's existing website and create a marketing strategy that prioritized online conversions and promoted brand awareness.

Feinstein needed to increase sales and planned to do so by improving the four problematic KPIs. He wanted to double his results as follows:

Organic traffic: double to 400 monthly visitors

Online conversions: double to 28

Facebook likes: double to 1,600

Penetration rate: double to 20%

THE CHALLENGE

While Direct Pay Online had a web presence, Feinstein's extensive marketing background helped him identify four main challenges that were crippling the company's growth:

- Organic traffic to the website, which is known to convert at the highest rate, was measured at less than 200 monthly visitors
- Online conversions were low, at 14 monthly sales
- The social media presence KPI of Facebook "likes" showed only 800
- Very low brand awareness led to a 10% penetration rate in the most sought-after industry segment

THE SOLUTION

When Feinstein properly benchmarked his current state and set his lofty goals, he recognized he needed the help of professionals. After thorough research and evaluation of many marketing agencies, he decided on [KeyScouts](#). They were highly professional and had the experience and expertise doing all the marketing functions my business craved,” he explained.

Working with Tomer Harel, Founder & CEO of KeyScouts, they developed a plan to address each of Feinstein’s goals with measured marketing activities.

The project, led by KeyScouts Senior Project Manager, Alain Daniel, involved many members of the KeyScouts team who worked together to deliver results in a three-pronged approach: SEO, content, and social media.

SEO

A thorough site audit revealed that the existing website offered an enormous opportunity for optimization. Daniel led the team through extensive keyword research that yielded hundreds of keywords that both Daniel and Feinstein felt were a good match for the business, its target audience, and its offering.

Daniel directed the optimization team through on-site optimizations of content, meta tags, an internal linking structure, establishment of a blog for regular content updates, and a backlinks profile averaging 18 high-quality links on top-tier sites annually.



CONTENT

Daniel enlisted Joanna Wayburn, Director of Content Marketing, for assistance with content strategy. She and her team populated the blog with relevant, timely, and optimized content multiple times each month. “At the beginning,” says Wayburn, “we started with a lot of [online market research](#) into the industry, the competitors, and the innovations driving change both in global ecommerce and especially in the unique challenges of ecommerce solutions in Africa.” Now, they have become experts themselves and work in conjunction with the team at Direct Pay Online to develop concepts for ongoing content and ideas for generating online B2B leads.



SOCIAL MEDIA

KeyScouts' social media team took on the challenge of increasing reach and engaging fans on social channels. They created a strategy and a calendar for curating relevant news and views, sharing Direct Pay Online's own content, and engaging with fans to create brand enthusiasts and evangelists.



THE RESULTS

	Pre-KeyScouts Benchmark	Goal (Double!)	Results
Organic Traffic	< 200	400	5,500
Online Conversions	14	28	150
Facebook Likes	800	1,600	21,000
Penetration Rate	10%	20%	80%

When Feinstein first contacted KeyScouts, he was confident that he had found a partner that would help him achieve his critical goals of doubling his traffic, conversions, Facebook fans, and brand awareness. “To grow the business, I absolutely had to double my results,” says Feinstein, “there was simply no other way.”

The KeyScouts team worked with passion, dedication, and skill to [resolve B2B online lead generation issues](#) and drive results that far exceeded Direct Pay Online’s goals.

“In my wildest dreams,” says Feinstein, “I never imagined results like this.”

Harel added, “We felt Eran’s frustration and knew we could help. Our team thrives when they are challenged, and this project challenged them, thrilled them, motivated them, and allowed them to do what they do best.”

YOUR TURN



With the growth of the Direct Pay Online business, Feinstein has diversified his offering, increased his staff, and began other ventures and business endeavors. He plans to contract Harel and the KeyScouts team to make those succeed like Direct Pay Online has.

Are you ready to start working with KeyScouts and generating more leads? Our marketing experts have years of experience in helping B2B clients grow their businesses through SEO, content marketing, social media and more.

KeyScouts was founded in 2004 as an SEO firm with one goal in mind: to deliver superior results to our clients. Since then our company has evolved into a full-service inbound marketing agency, providing website promotion services and diverse Internet marketing solutions to B2B clients worldwide and across all major industries.

[Contact us](#), today to explore what we can do for you.

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