

**eBRIDGE**

MARKETING SOLUTIONS INC.



# Liquid Web Case Study

*"eBridge has talented writers on staff that are technically-savvy and able to field topics around keywords crucial to our Enterprise product's success"*

**eBridge Marketing Solutions Inc.**

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**Based in Lansing, Michigan, Liquid Web has served small and mid-sized businesses for more than two decades. With more than 45,000 customers around the world, Liquid Web is a market leader in VPS, dedicated, and cloud server hosting solutions. The Liquid Web family of brands further empowers customers with tools for ecommerce growth.**

**Staying competitive in the cutthroat web hosting industry is no easy task. With increased competition and a market requiring increasingly complex solutions, standing out from the crowd has never been more important. To maintain its position as a leader in the managed hosting space, the team at Liquid Web decided to double-down on content creation to highlight the company's technical expertise.**

## **THE PROBLEM**

For many years, Liquid Web employees contributed to the company blog, providing compelling posts and articles about infrastructure services and other technology of interest. These posts gained Liquid Web a well-earned reputation as a high-end hosting provider able to meet the needs of businesses in a wide range of industries and sectors.

Scaling the amount of quality content created was not possible using the prior system of employees contributing. Diverting engineers and support personnel from core tasks to author blog posts, whitepapers, and eBooks could negatively impact the customer experience.

However, technical content around web hosting and infrastructure services can be complicated. Using a generalist agency or freelance writers was unlikely to result in high-quality content for such specific subject matter. Finally, search engine rankings are hyper-competitive in the infrastructure space as thousands of web hosting providers work to target the same organic traffic.

## The eBridge Marketing Solutions

Liquid Web approached eBridge Marketing Solutions about supplementing the Liquid Web blog with content. Known for providing excellent marketing solutions to information technology and managed services organizations, the eBridge team possesses the necessary technical knowledge to create high-quality content in the hosting space. Working together to map topics, keywords, and a content style guide, eBridge Marketing Solutions and Liquid Web developed a long-term content plan to help drive organic traffic and solidify Liquid Web's position as a thought leader in the space without taxing internal resources.

## Working with eBridge Marketing Solutions

The relationship between Liquid Web and eBridge Marketing Solutions continues to flourish. An original engagement with one department at Liquid Web has now blossomed into eBridge helping a number of different departments and initiatives with their content needs. Todd Terwillegar, Liquid Web's Digital Content Marketing Manager, commented about working with eBridge Marketing Solutions: *"We were looking for a partner, not a vendor. We were looking for a team that would understand our needs, contribute on strategy, and then get the job done at an expert level. This is*

*complicated material and eBridge's team of writers understands our business and the market. This understanding leads to content we are proud to share with our audience."*

## THE RESULTS

eBridge Marketing Solutions collaborated with Liquid Web on over 100 content pieces over the last two years. This content includes whitepapers, eBooks, and blog posts and spanned a wide range of subjects including cloud hosting, VMware deployments, and web server migrations. The content continues to strengthen Liquid Web's position as a thought leader in the web hosting space, freeing the company to focus internal resources on more strategic initiatives. Finally, Liquid Web continues to own page one search-engine results for dozens of keywords relevant to the web hosting and infrastructure space.

When asked if Liquid Web would recommend eBridge Marketing Solutions to other information technology and managed services organizations, Todd Terwillegar replied, *"Definitely. eBridge has talented writers on staff that are technically-savvy and able to field topics around keywords crucial to our Enterprise product's success."*