

Jun 16, 2023



dotCOMM Awards 2023 - Submission for GRO

Digital Marketing & Communication Campaigns | 2c. Digital Marketing Campaign

About GRO

Headquartered in Los Angeles, California, [GRO](#) is an award-winning digital marketing agency, originally formed to focus exclusively on igniting organic growth for D2C and B2B startups and established brands through SEO, but now offers a wide range of marketing services, including Google Ads, Email & SMS, Influencer, and Paid Social.

GRO empowers these companies to build powerful online brands using a highly technical, best-in-class approach that delivers value and experience to consumers, and engagement and sales for brands.

Our Client: [Natural Patch](#)

Natural Patch began their digital marketing campaign with GRO in June 2021.

Campaign Goals:

There's nothing quite like taking your kids to the park for some much-needed quality time in nature. But along with the laughs and smiles are the inevitable bug bites, itchiness, sunburn, and more. While bug-repellant sprays can be easy to find, their lack of effectiveness, chemical smells, and stickiness aren't always desirable. Our families and our kids deserve better.

Natural Patch saw this need for a better solution. With expertise in the remedial power of nature's essential oils and first-hand experience with kids of their own, the Natural Patch team developed clean solutions to life's everyday problems. They recognized that not only did nature have the solution to these problems, but that they had a responsibility to prioritize sustainability and protect nature in return.

With 100% biodegradability and a science-backed design that optimizes each product's lifespan, Natural Patch gives families more time to enjoy together without worrying about harmful ingredients. However, with a small online presence of 55 organic keywords and a low site authority of 20 referring domains, they couldn't make their desired impact on their own. Their goal was to increase their online presence to drive traffic to their site and build authority in the insect repellent space, so that families can access the clean solutions they provide.

A goal of such importance called for a next-level campaign conducted by digital marketing agency, GRO. The purpose of GRO's campaign was to increase their organic keywords, traffic, and ranking on Google SERPs to boost their online presence and authority.

Campaign Strategy:

To reach Natural Patch's goal of increasing brand awareness, organic traffic, and domain rating, GRO built a strong SEO strategy that focused on two pillars:

1. SEO: On-Page Optimizations + Content
2. Performance PR (Backlinks)

To start, GRO conducted keyword research and wrote three blog posts a week about mosquito bites, bug repellent, and similar topics to establish Natural Patch's authority in the insect repellent space. From there, GRO targeted keywords for Natural Patch's other products including patches for sleep, cravings, itching, and allergies. The result was that Natural Patch had increased online visibility for sustainable, natural remedies for kids and families. Finally, GRO crafted engaging articles on important topics like mental health and physical wellness to round out Natural Patch's online authority.

GRO also implemented a Performance PR strategy for Natural Patch that focused on increasing backlinks to their website from credible, trustworthy publications utilizing non-branded keywords. With an average of 15 backlinks a month, GRO was able to increase Natural Patch's domain rating, boost their website's authority, and increase their non-branded keyword rankings.

Campaign Results:

GRO's SEO and Performance PR campaign was so successful that Natural Patch continued services with us despite having their own in-house agency available at no cost. Natural Patch founder Michael Jankie expressed their gratitude, saying "I think the best way to explain how impressed we are with GRO is to let you all in on a little-known secret: We own our own SEO company and still prefer to pay GRO to weave their magic with The Natural Patch Co. They know exactly what they are doing."

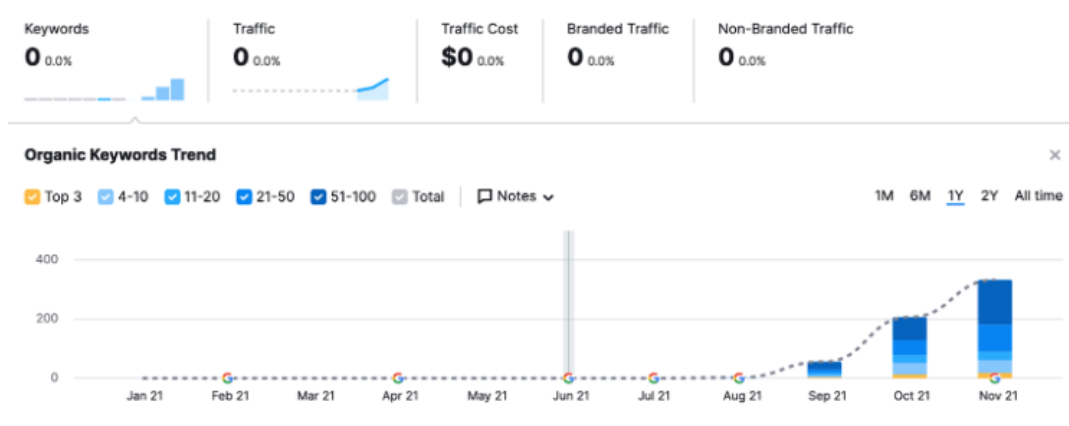
Our Performance PR strategy successfully increased the referring domains to Natural Patch's site from 20 to 572, helping demonstrate brand authority and increase their online presence. Additionally, by performing on-page optimizations, targeting keywords in the allergy, bug-bite, and wellness spaces, and creating high-quality informational content, we increased their organic traffic by more than 202.38%.

Our SEO campaign also grew Natural Patch's meager 55 ranking keywords to 2,694 keywords – a 4,798.18% increase – which boosted their online reach drastically.

These SEO, on-page optimization, content, and Performance PR efforts grew Natural Patch's organic revenue by more than 18% and effectively increased their unique monthly website visitors by a massive 34.16% in just one year.

See the screenshots from <https://www.semrush.com/> below:

Campaign Start - June 2021:



Campaign End - June 2022:



*To view additional details on this campaign, please see the case study study on the GRO website here:

<https://gr0.com/case-study/natural-patch>