

MARKETING ENVY

CASE STUDY

Startup B2B marketing in action: From seed to exit in 24 months

portshift

CISCO



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Why Portshift chose Marketing Envy

*"Obviously it's an amazing feeling,
having a huge corporation such as
Cisco acquiring a small startup
from Tel Aviv."*

*"Marketing Envy did fantastic
work with exposing us to the
relevant audience".*



Ran Ilany,
CEO of Portshift, now a Cisco
company



A word about Portshift, (now a Cisco Company)

Portshift developed a Kubernetes-native platform that leverages the power of Kubernetes and Service-Mesh to deliver a single source of truth for containers and cloud-native applications security. This is the only solution offering an agentless approach, with a single Kubernetes admission controller for seamless integration.

In a nutshell, Portshift is the new approach to enterprise security for the next generation.

Portshift's key B2B marketing challenges



1. They were a small startup that was relatively unknown. How could they break through and become a thought leader in a world that knows nothing about them? The targeted audience was small and specific; what would be the most cost and time effective way to target them?
2. They had an awesome solution to their target market's pain points, but first they needed to recognize that a problem existed.
3. Oh, and did we mention that their target audience was very technical? They could sniff out a marketer in half a second and then they'd be off and away.

Those were the biggest B2B marketing hurdles that Marketing Envy had to jump through when we began working with Portshift.



An enviable B2B marketing strategy

SEO & Educational Content Creation

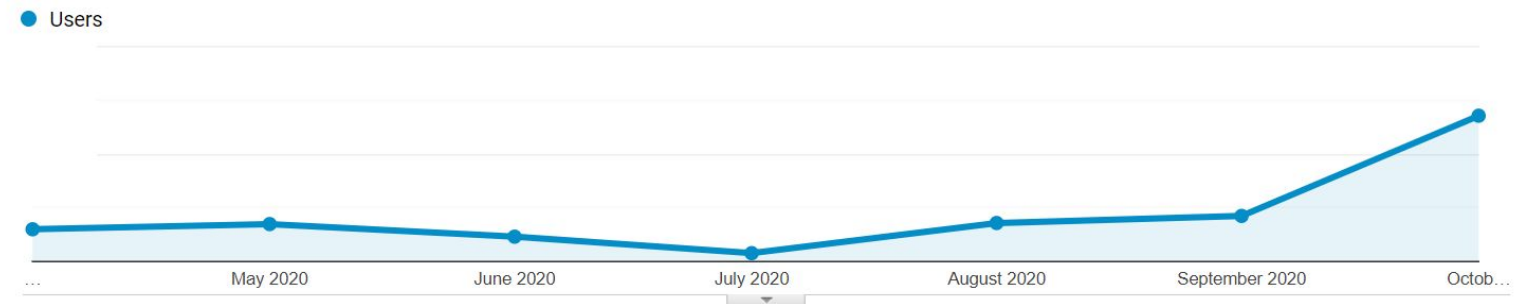


Marketing Envy quickly produced an enviable inbound-led marketing strategy, supported by some PPC, which brought Portshift to acquisition by Cisco within 24 months.

The first goal post was to create content with which to lure their DevOp and DevSecOp target audience.

Strategic SEO and keyword analysis followed by a content strategy packed with several blogs per month, ebooks, pillar pages and informative web pages were key to accelerating traffic to their modest website. A strong inbound funnel was in the making.

Website traffic 2020



Thought Leadership

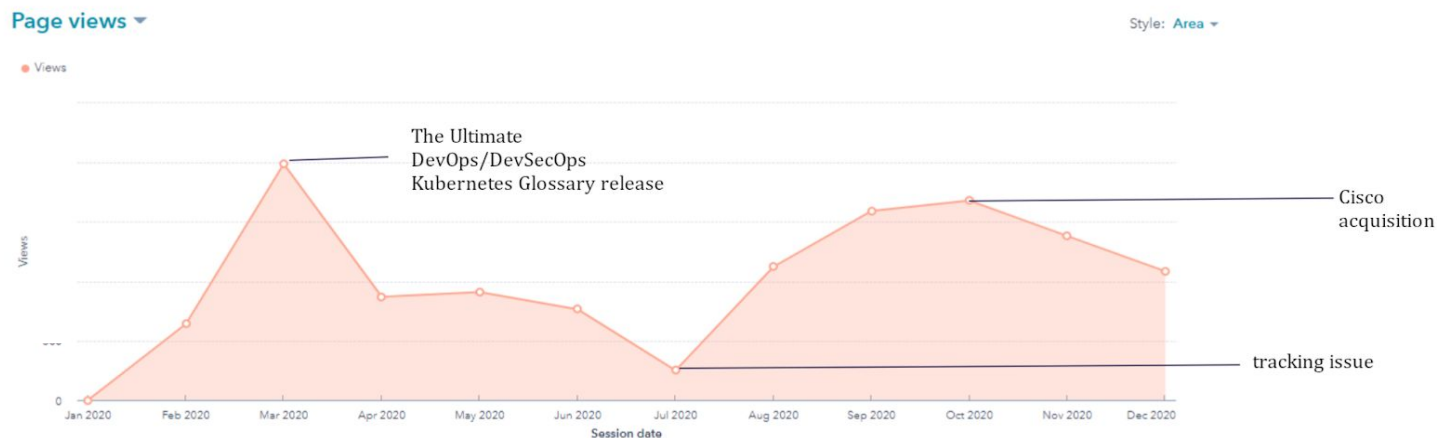


The content focus was on establishing a reputation as a thought leader and source of knowledge for all things service mesh and cloud security, through market education and building awareness.

We didn't only post about Portshift's product, we also wrote content on many things relevant to our audience, such as "[14 Essential Kubernetes & Cloud Security Resources for the DevOps Community](#)" and "[3 Technical Benefits of Service Mesh, and Security Best Practices](#)".

This goal was achieved and Cisco is continuing to maintain this repository of assets that Marketing Envy and Portshift kicked off.

Website page views over 12 months



Content Distribution Through Organic Social Media Platforms

Content was initially distributed through **organic social media** channels only.

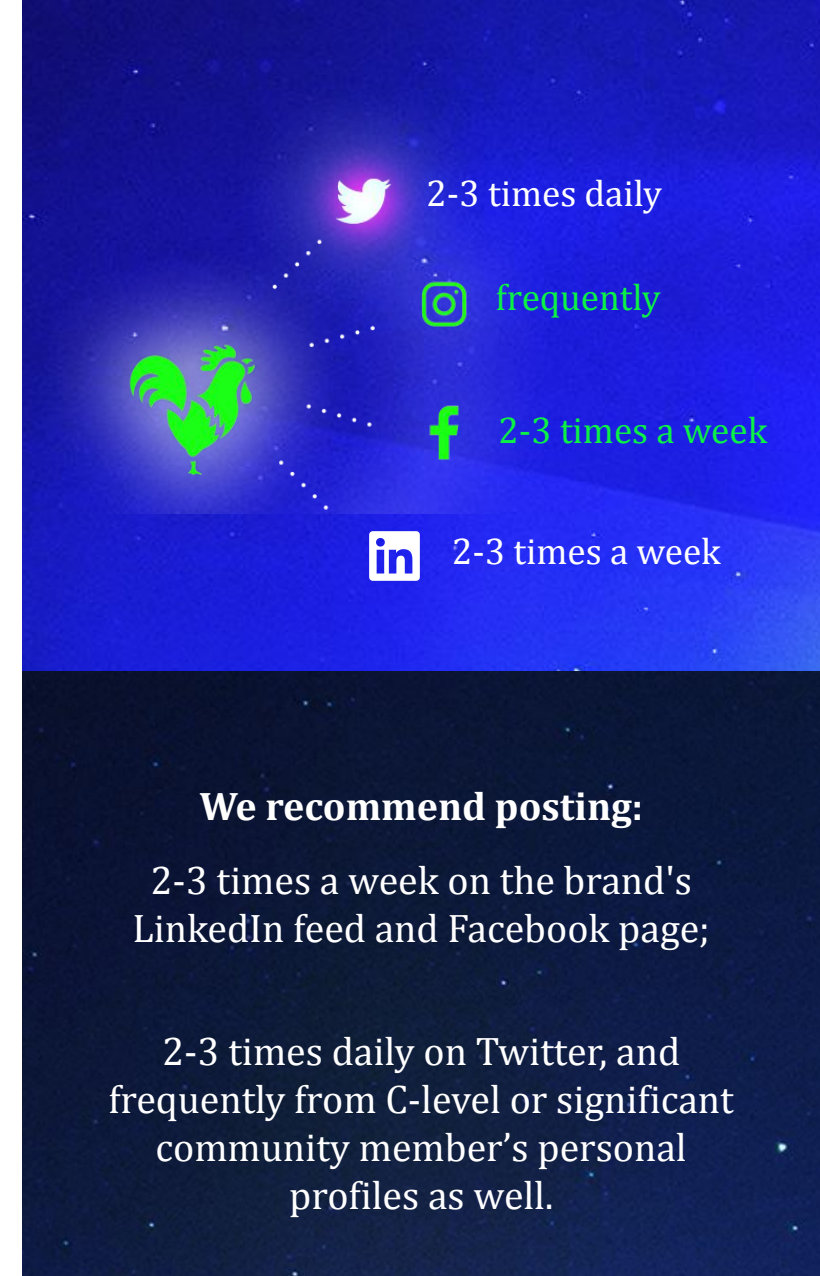
While posts were shared rigorously on the Portshift brand pages across the board, **far more traction and engagement was achieved on the C-level posts.** And this is where we focused much of our efforts.



Posting on Reddit too is underrated. Relevant content on this channel drives engagement from highly relevant folks.

If getting noticed by Cisco isn't enough of a win, a consistent increase in traffic to the website, SEO ranking and direct and social media traffic increasing.

PPC (paid marketing campaigns) on LinkedIn, Google Display Network and Google Search only kicked off 12-18 months into the content creation and distribution cycle.



We recommend posting:

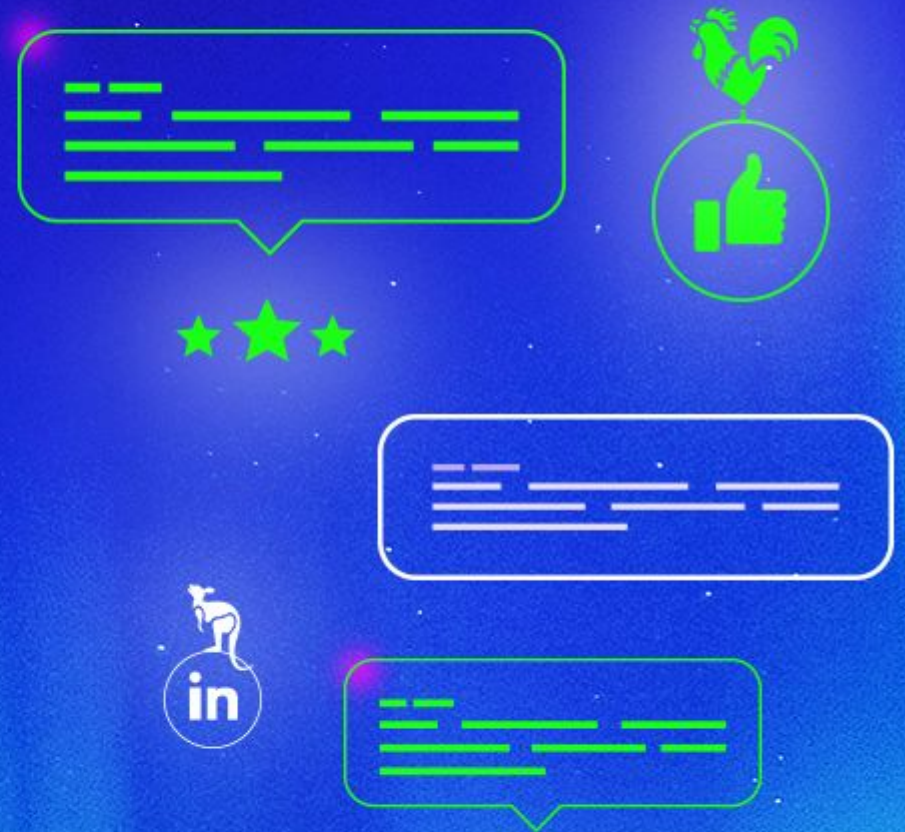
2-3 times a week on the brand's LinkedIn feed and Facebook page;

2-3 times daily on Twitter, and frequently from C-level or significant community member's personal profiles as well.

*“Cisco tracked us down
from our LinkedIn posts...
I actually got feedback from
the Cisco folks which was
quite amazing in my opinion*



Ran Ilany, CEO of Portshift
now a Cisco company.





Boosting with PPC



PPC Marketing Highlights

With an effective inbound B2B tech marketing campaign in place, it was time to run PPC campaigns to further expand awareness and generate targeted leads for Portshift. LinkedIn post promotion was always part of the mix, but it was time to crank the volume up a notch.

1. Multi-channel

We ran ads on both LinkedIn and Google to capture the right mix of relevant, intent-qualified leads.

2. LinkedIn Mix and Match

For LinkedIn, we combined more than one awareness campaign including promoted posts and text ads together. We ran a lead generation campaign in addition to this, encouraging leads to progress further down the funnel with lead generation ads for e-books and demo ads.

3. Google Search & Remarket and Remarket Again



We ran Google search campaigns for 2-3 of the main keywords, including “Kubernetes Security”, together with a remarketing campaign for Google Display.



Created a dedicated landing page and ads for those keywords. After conducting keyword research and choosing what keywords to focus on, we made sure to emphasize the keywords in the copy and to create an alignment between the ad copy and landing page copy.




In parallel, we also ran a remarketing GDN campaign, targeting people who visited the website, showing them "free trial" ads.




Starting with a relatively low budget and closely monitoring and optimization, we were able to receive many qualified leads.

Examples of ads that converted:

These ads were straight to the point, drew potential customers in with their pain points and caught the attention of the highly technical DevSecOps teams.

 **Portshift**
488 followers
Promoted

Discover how to prevent vulnerabilities from making it into production

 **SANS**

Find and Fix Vulnerabilities in Containers and Kubernetes

WATCH THE WEBINAR NOW >

Container Vulnerability Management: Time to Step Things Up! Watch the Webinar Now
portshift.io

[Learn more](#)

 **Portshift**
488 followers
Promoted

[eBook] Love Kubernetes but aren't 100% certain your deployments are secure?


The DevOps Guide to Kubernetes, Cloud-Native Apps, and Microservices Security

GET THE EBOOK >




This eBook will show you how to provide full application security from code to runtime
portshift.io

[Download](#)


 **Portshift**
488 followers
Promoted

Shifting left transforms the way DevOps approach security. For the better



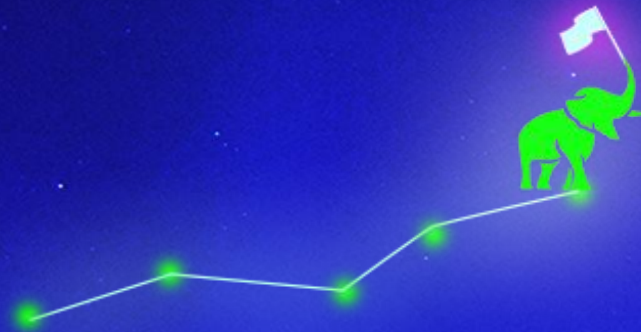
Here's Why Shifting Left is Good for DevOps

DOWNLOAD THE EBOOK



This eBook reveals how 'Shifting Left' comes to security's rescue
portshift.io

[Download](#)

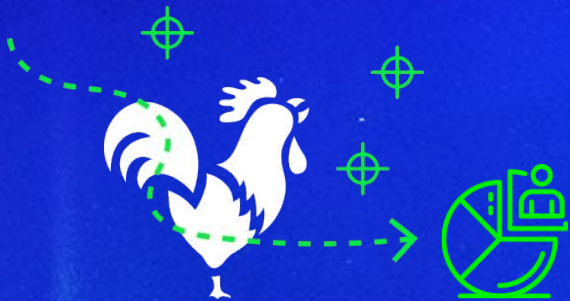
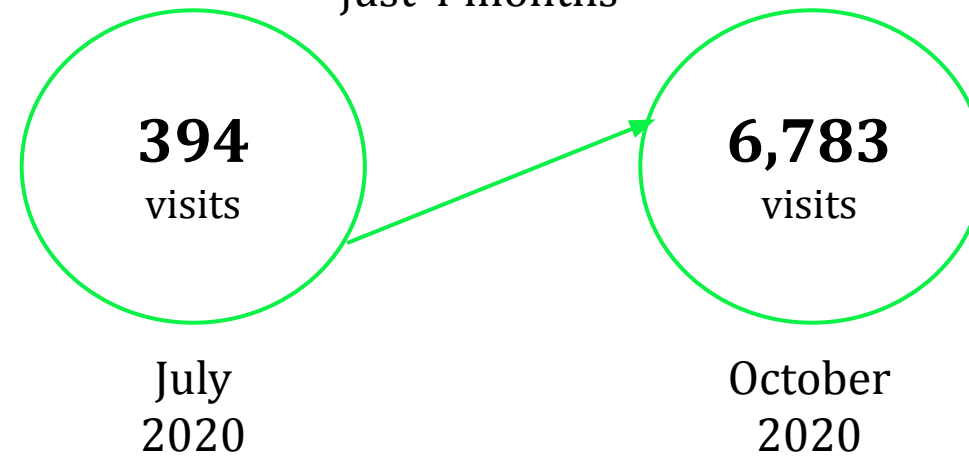


B2B MARKETING ACHIEVEMENTS ACQUISITION WORTHY

Organic traffic

+2901%

Organic traffic increase in
just 4 months

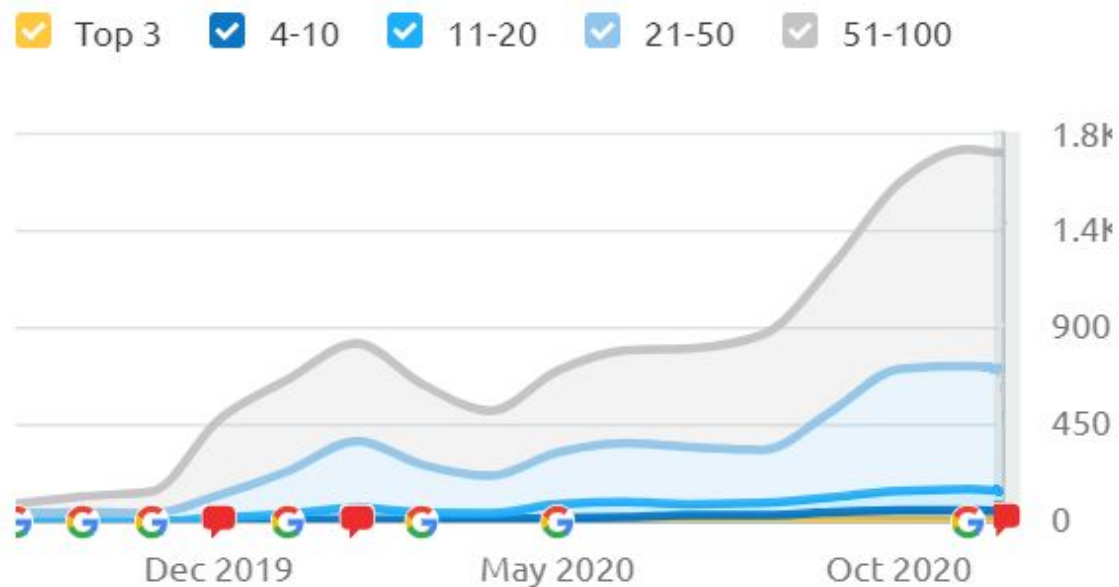


Organic keywords



+1118%

Increase in number of
Organic keywords ranking
for

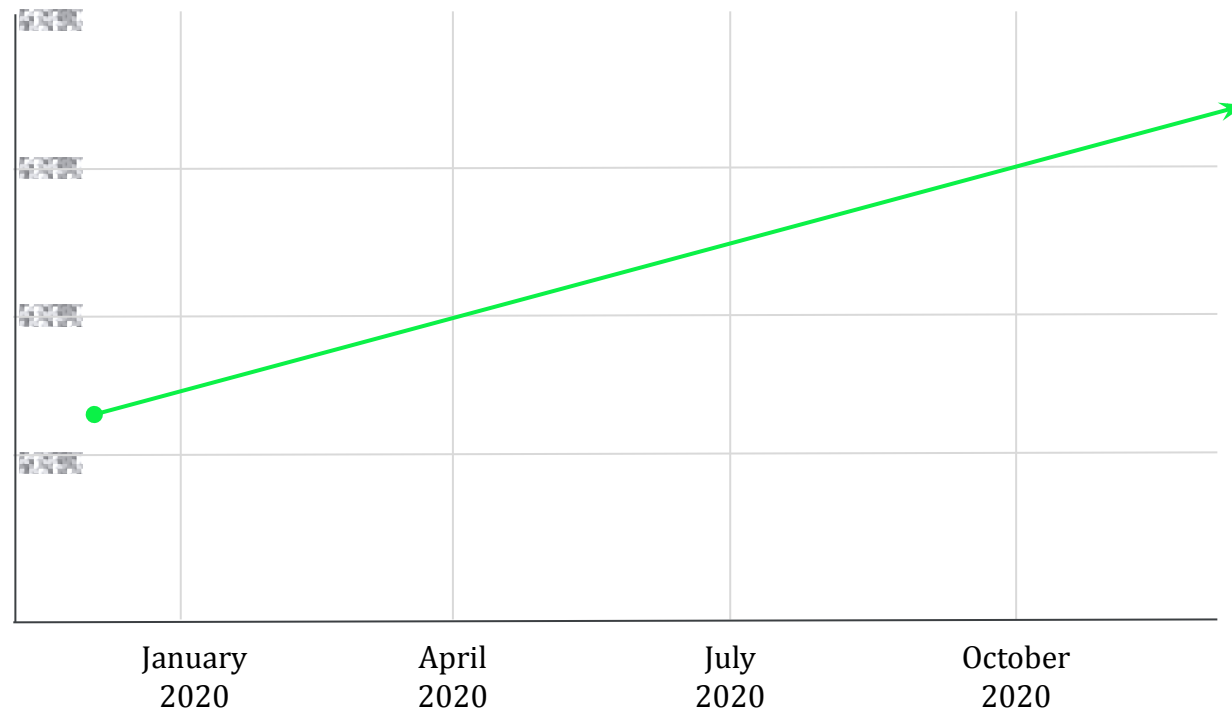




New LinkedIn followers

LinkedIn follower numbers rose steadily every month, thanks to important content and thought leadership.

LinkedIn followers over time



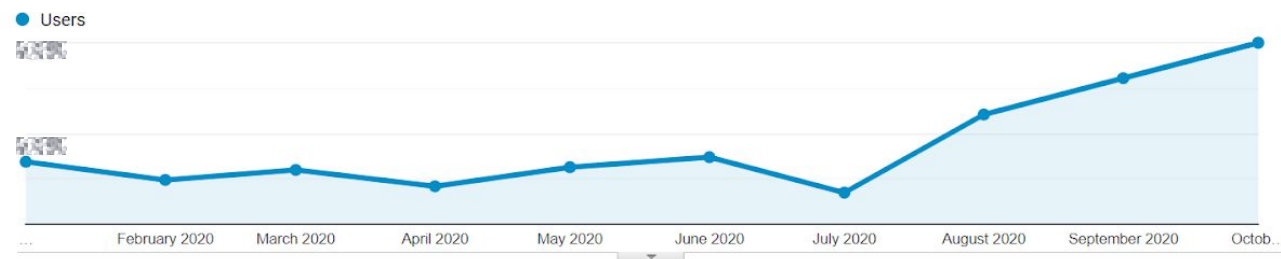
Traffic from LinkedIn



+300%

Traffic directed to the website from LinkedIn increased by 300% in 3 months.

Traffic directed to the website from LinkedIn



Major Achievements



+300%

Traffic from
LinkedIn in 3 months



+2901%

Organic traffic
in 4 months



**Cisco Tracked
Portshift down**

via social media and
acquired them

Why Portshift chose Marketing Envy

In addition to hiring an excellent VP of Marketing as one of their first executive hires, Portshift made a decision very early on to work with a B2B tech marketing agency. They realized they needed,

“Highly professional, experienced marketing folks who knew what they were doing, and Marketing Envy fit the bill. Marketing Envy offered an umbrella of marketing services to carry the Portshift message through varied media to the right audience”.

Want Marketing Envy to help you get to your next funding round or acquisition? We'd be honored, [so get in touch.](#)





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