

DIGITAL MARKETING CASE STUDY



KODIAKCAKES.COM

Kodiak Cakes is a household name with a presence in most major food stores across the USA. Their business started in 1982 when a mother sent her son out with a red wagon filled with their family's heirloom flapjack mix, and he returned having sold everything she gave him. Today, they're a \$100 Million a year giant and still family-run from the mountains of Park City, UT.

THE PROBLEM

While Kodiak Cakes had always done really well in retail, they'd never spent much time doing digital marketing. Their online sales had always paled compared to their retail brand, and they didn't know if their product was viable in the online marketplace, but they knew they needed to know. That's when they started looking for SEO experts to find out.

THE RESULTS

Within six months, Rook Digital helped increase revenue 5x by increasing their top three rankings by 414%, first page rankings by 203%, and total keyword rankings by 223%. Over the next year, their sales would continue to rise, and they would see a 573% increase in top three rankings and a fully autonomous marketing team that has continued to grow their online sales. Rook Digital was able to show a 3,000% ROI (not a typo) on their investment in 12 months.

THE PATH

In February 2019, Kodiak Cakes was referred to Rook Digital. After a [Free Website Audit](#) uncovered many of the common mistakes most web developers make in building a website and developing a plan, the SEO work began.

INHOUSE SEO TRAINING & COACHING
ON PAGE SEO
OFF PAGE SEO
CONVERSION RATE OPTIMIZATION

"HIGHLY RECOMMEND! We've been working with Rook SEO for over a year now and are beyond satisfied with our partnership. Phil and the rest of the team are so great to work with. They have exceeded our expectations with the results they have provided and the knowledge they have shared. We cannot say enough good things about Rook. Working with them has helped us see the importance of SEO and the return it can bring when done right."

– Mackenzie W., Senior Marketing Manager

573% INCREASE IN TOP 3 POSITIONS

3000% ROI IN 12 MONTHS

ROOK DIGITAL
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