



Driving Global Visibility in the Energy Sector

With Lean Spend and a Fully Aligned Strategy

The Challenge

An international energy and industrial technology company partnered with Backstage Energy Marketing to solve a familiar challenge in the B2B energy space:

- A limited organic footprint despite a strong, established brand
- Minimal paid media investment, ruling out paid visibility as a primary growth lever
- A near nonexistent social media presence, with fewer than 150 LinkedIn followers at the onset of the partnership
- A highly technical product offering competing in a crowded, global search landscape
- The need to attract qualified, high-intent traffic rather than vanity metrics

In an industry where buying attention is expensive and trust is earned slowly, the objective was precision visibility to ensure the brand was discoverable, credible, and trusted by the right audiences at the right moment.

The Strategy

Backstage Energy Marketing approached the engagement as an integrated system, not a collection of disconnected channels. The strategy aligned SEO and organic social so each reinforced the other, building momentum over time.

Rather than chasing volume, the focus was on durable visibility and technical credibility.

1. Intent-Driven SEO for Technical Buyers

Backstage Energy Marketing led keyword research and on-page optimization with a focus on how engineers, EPC firms, and operators actually search.

This included:

- Targeting high-value, solution-specific keywords tied directly to the company's core offerings
- Optimizing cornerstone pages (air separation units, compressors, CO₂ plants, LNG, hydrogen) for clarity, depth, and search intent
- Prioritizing commercial and technical accuracy to ensure content reflected real-world use cases

The result was search visibility built on relevance.

2. Organic Social as a Credibility Engine

To support search discovery, Backstage Energy Marketing built and managed a consistent LinkedIn presence from the ground up. Content strategy focused on reinforcing credibility through:

- Global capabilities and operational scale
- Project expertise and engineering depth
- Company growth, facilities, and technical leadership

Social content was designed to validate what prospects discovered through search, reinforcing trust and confidence once users landed on the brand.

3. Compounding Visibility Across Channels

SEO drove discovery. Social reinforced legitimacy.

Together, they shortened the path from first touch to informed engagement, supporting a more efficient sales process without relying on paid media.

The Results

Despite a small organic starting point and limited paid support, performance compounded steadily over the year.

Search Visibility & Engagement

- » **246,970+** impressions in Google Search results
- » **3,490+** organic clicks from high-intent searches
- » **272** ranking organic keywords, many tied directly to core offerings
- » **Organic search** emerged as the dominant traffic driver, outperforming all other channels

Keyword Performance

The site began ranking competitively for high-intent, solution-specific terms, including:

- Brand and branded-product searches
- Air separation units
- Reciprocating compressors
- CO₂ liquefaction plants
- LNG and hydrogen-related infrastructure terms

Several priority keywords moved into Top 10 and Top 3 positions, delivering sustained visibility without incremental ad spend.



Organic Social Media Growth (LinkedIn)

In parallel, organic social matured into a meaningful supporting channel:

- +1,186.99% increase in followers
- 136,890 impressions driven by organic content

Top-performing content consistently highlighted:

- Technical credibility
- Operational scale
- Engineering expertise
- Company growth and momentum

Social became a trust signal, reinforcing authority and legitimacy for prospects already engaging through search.

International Reach

Organic visibility extended well beyond a single market, with traffic coming from:

- United States
- India
- Italy
- Canada
- Brazil
- Germany
- United Kingdom
- Japan

This reinforced the brand's global relevance and was achieved without international advertising budgets.



The Takeaway

This case demonstrates that strong digital performance in the energy sector doesn't require massive budgets. It requires alignment.

With:

- Clear buyer intent
- Technically accurate content
- Consistent organic social execution
- Strategic oversight and patience for compounding results

Backstage Energy Marketing helped this client build global visibility, authority, and momentum, without relying on paid media to do the heavy lifting.