



SUCCESS STORY | CONSULTING

# How The Groove Drove Growth from the Ground Up: Identity, Web & SEO



## INDUSTRY

Consulting

## COMPANY GOALS

Launch a professional website in time for a major industry event for quick momentum, while also laying a foundation for scalable growth.

# Introduction

At the start of a new year, The Groove set out to make a bold entrance into their market. Founded by consulting industry veterans who had already built the largest and most successful Workday boutique firm, the team knew they had the expertise to create something remarkable.

What they didn't yet have was either a brand identity or digital presence to showcase their vision.

With ambitious growth goals, The Groove needed a partner to help define its voice, shape its brand and establish a strong online presence able to scale with its business. That's when they partnered with Kuno.

## The Challenge

The Groove was starting fresh, without a brand identity. With a major industry event on the horizon, they needed to launch a website in just two months. This website, while small to begin with, had to lay the groundwork for a scalable, growth-driven footprint that would support solution pages, industry-specific and blog content, and SEO strategy for the long term.

In the midst of this, The Groove was onboarded and trained on HubSpot, and over time, they identified gaps holding back their sales and revenue operations. Reporting for closed-won deals wasn't providing the clarity they needed, and manual processes for validating leads were slowing the sales team down. For a company staked on speed and expertise, these hurdles made it harder to keep momentum or scale efficiently.

## The Partnership

Kuno Creative moved quickly to help The Groove meet its website deadline, all while planning for the future. Our team began by conducting in-depth interviews with company stakeholders to capture the brand's personality, mission, and goals. These insights framed development of a bold visual identity, comprehensive brand guidelines and a compelling messaging framework.



With the event deadline looming, we launched a sleek one-page website on time, giving The Groove the digital presence to make a strong debut that would intrigue their target audience. From there, the site expanded into solution and industry pages, each crafted with SEO-driven content to attract and engage prospects. We also developed blog content strategies to support thought leadership and organic growth.



Beyond digital, Kuno also supported The Groove in creating tangible brand assets like tradeshow booths, signage, branded apparel and sales collateral that helps them stand out and build recognition at events. The goal has always been a consistent, memorable presence, online and in-person.



While building a strong front-facing presence, our RevOps experts worked behind the scenes to streamline The Groove's backend systems. We integrated Kickbox directly with HubSpot to automate real-time email validation, eliminating the need for manual checks. Our team also developed custom HubSpot properties and enhanced reporting, enabling leadership to accurately track the date and number of closed-won deals.

# Key Wins

In short time, The Groove went from a brand-new name in the market to a company with an established identity, a strong digital presence and measurable marketing momentum.

Their organic traffic has increased by more than 1,600%, while ranked keywords have grown by 150%, a clear sign their new website and SEO strategy are having an impact. At the same time, their authority score has climbed and impressions have grown steadily, cementing their presence in search.

Behind the scenes, streamlined RevOps processes give the sales team valuable time back to focus on prospecting, while leadership has more reliable insights they can use to make more informed decisions faster.

**Today, The Groove is 100+ employees strong and recognized as the fastest-growing Workday partner in platform history.**

## Quick Stats



**1,687% increase**

in organic traffic



**150% increase**

in ranked keywords



**186% increase**

in impressions



**20% increase**

in authority score



**11**

AI overview placements

99

"Kuno feels like an extension of my own team. They anticipate what I need, communicate clearly, and always deliver work that's not only beautiful but strategic. Every project with them feels seamless from start to finish."



**Chelsea Boyle**

Senior Manager, Marketing & Channels

## The Vision

With this strong foundation in place, The Groove is focused on expanding its digital marketing presence and building visibility at industry events. With Kuno as their strategic partner, The Groove continues to grow their brand, attract new opportunities and refine their business outlook.

## Create Your Story Together With Kuno

Connect with our team to build a brand that scales and lasts.

[Let's Plan Your Growth](#)