



CASE FILE: DYOPATH

DYOPATH

12-MONTH ACHIEVEMENTS



SEO RANKINGS GREW 169%, FROM 689 TO 1,163



INBOUND LEADS INCREASED FROM 2-3 PER MONTH TO AN AVERAGE OF 41 LEADS PER MONTH



ORGANIC IMPRESSIONS ROSE 181%, FROM 699 TO 1,264 PER WEEK



EMAIL OPEN RATES JUMPED FROM 5-6% TO AN AVERAGE OF 36%



ORGANIC WEBSITE TRAFFIC INCREASED 155%, FROM 621 TO 963 WEEKLY VISITS

ABOUT DYOPATH

DYOPATH is a managed service provider (MSP) and managed security service provider (MSSP) dedicated to solving real-world problems through innovative IT and cybersecurity solutions. Founded in the wake of 9/11 as DYONYX, the company earned NSA certification and played a key role in shaping our modern cybersecurity framework, including developing NERC CIP standards and training over 700 public utilities.

Today, DYOPATH continues their legacy through its advanced MSP and MSSP services, which work tirelessly to predict and prevent breaches. Working with organizations like Caterpillar, Fujifilm, and Royal Caribbean to achieve their goals securely and smartly, DYOPATH stands at the forefront of innovation and operational efficiency in the MSP industry.

THE PROBLEM

When DYOPATH began working with Cornell Content Marketing, their challenges were multifaceted. DYOPATH's CIO was driving the direction of the company, but his vision and innovation weren't reflected in the company's outdated visual branding, creating a disconnect between what they offered after the sale and how they were perceived in the market. **Potential clients encountering DYOPATH's website, social media, or marketing materials saw a company stuck in the past, rather than the cutting-edge MSP leader they were.**

Internally, the brand dissonance left employees struggling to confidently represent the company. DYOPATH's offerings were convoluted, creating unnecessary hurdles in sales conversations and preventing the company from properly communicating their value.

On top of this, DYOPATH lacked a clear marketing strategy. Their entire approach was focused on bottom-of-funnel, transaction-oriented content that pushed sales aggressively without building trust, educating prospects, or creating connections. **This alienated leads, making it nearly impossible to convert prospects who weren't ready to buy.**

THE SOLUTION

Cornell Content Marketing took the reins and initiated a total brand overhaul for DYOPATH, reshaping both how the company presented itself and how they engaged with their audience.

The first and most immediate step was to modernize DYOPATH's visual identity. Cornell elevated every aspect of their branding, from logos to internal document templates, giving the company a sleek, future-focused aesthetic that matched their capabilities while enabling sales and service delivery staff to fully embody the new brand. This transformation extended to client-facing materials, creating a cohesive and professional

brand image across every touchpoint.

Beyond visuals, Cornell tackled the company's marketing strategy head-on. DYOPATH had no meaningful top- or mid-funnel content to educate and engage potential clients. They were failing to build trust, gain likability, and attract the right leads, so Cornell built their strategy from the ground up.

Through SEO-driven content including blogs, guides, downloads, and virtual events, DYOPATH was positioned as a thought leader in the MSP and MSSP spaces. The messaging shifted from sales-heavy to informative and trust-building, allowing prospects to understand what DYOPATH offered and why they mattered.

Cornell also worked with DYOPATH's leadership to refine and repackage their service offerings, creating two standout sub-brands. These new sub-brands clarified DYOPATH's value propositions and allowed for more targeted marketing campaigns while also providing the sales team with easier-to-package and easier-to-sell bundles.

Throughout the process, Cornell's team provided the strategic guidance and expertise needed to execute these changes. What DYOPATH had struggled with for over 6 years, Cornell accomplished in only 12 months.

THE RESULTS

DYOPATH achieved a transformation that was as measurable as it was impactful. Their SEO rankings experienced a dramatic 169% increase, growing from 689 to 1,163 keywords — a leap that made a huge difference in their online visibility and trustworthiness.

When it came to top-performing keywords, the number of keywords ranking in positions 1-3 rose from 71 to 106, further solidifying their spot in the growing MSP and MSSP markets.

Organic impressions climbed by 181% from 699 to 1,264 per week, driven entirely by their improved visibility and more engagement with the new content.

The company's organic website traffic increased from 621 to 963 weekly visits, an impressive 155% growth that brought more potential clients to their digital doorstep.

Within just one branch of the lead nurturing strategy, email open rates jumped from 5-6% to an impressive 36%, proving the increased trust and connection with their audience.

Finally, DYOPATH saw an increase from 2-3 inbound leads per month in Q3 2023 to an average of 41 leads per month in Q3 2024.

Beyond the numbers, the changes extended to DYOPATH's reputation and internal culture. Leads and clients viewed the company as more trustworthy and authoritative, and employees felt a renewed sense of pride in representing the brand. Sales conversations became easier and more productive, thanks to the clarity provided by the new sub-brands and refined messaging.

DYOPATH's transformation is a testament to the power of strategic marketing leadership. Because they trusted Cornell Content Marketing, they now stand as a progressive leader in their industry, equipped with the tools and strategy needed to succeed in a competitive market.



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