

## digital marketing

research  
strategy  
communications

### Challenges

This client's web and social presence was greatly limited by a fragmented, siloed approach to Marcom activities and functions. With minimal thought leadership association and low early decision-maker engagement, they needed direction for improving natural/organic optimization, content radiation and viral pick-up to drive higher industry relevance and credibility levels.





## Challenges

Limited web and social presence  
 Siloed Marcom approach Minimal thought leadership  
 Low decision-maker engagement

## Solution

We conducted a combination of qualitative and quantitative research with our client's customers to first identify the top information sources influencing decision-making by decision-maker type and function. These sources were then evaluated on their capabilities for dedicating/assigning editors/staff for content creation, building social communities, hyper-optimization practices, and aggregating/syndicating content. We turned our attention to an assessment of customer-centric keywords from organic, paid and social perspectives to determine which keywords drive higher levels of contextual relevance, asset radiation and natural searches. We initiated tracking of industry/category topics to enable messaging architecture alignment and create higher relevancy for prioritizing and directing third party editorial calendars and content.

Our analysis of research findings provided the basis for the development and implementation of optimal SEO and SMM strategies for our client. Strategy design was focused on extending reach and exposure to drive interaction and engagement with influential decision-makers using a customer-centric communications framework to help our client address key goals including:

- Translation of strategic positioning and messaging houses along with primary and secondary customer challenges/pain points into key themes and sub-themes
- Leveraging of themes and sub-themes in the planning and structuring of all future marketing components (e.g. white papers, trade shows/events, editorial articles, banners, etc.)
- Development of industry/category relevant keywords aligned with the framework, including a hierarchy for prioritization (priority, secondary, long tail), and recommended SEM keywords
- Structuring and optimization of select web pages including page copy/text with embedded keywords, meta tag descriptors and meta keywords, content asset selection, link building, and an engagement mechanism/process

Framework implementation was the driving force behind the launch of a new media campaign focused on developing and socializing third party editorial content on targeted, high traffic and niche social media outlets/networks. A best practice reference guide was created to ensure standardized keyword usage and optimization protocol across all internal marketing groups and external agencies engaged in web/blog site/page creation, content, SEM/contextual advertising, and press releases/company announcements. The new initiatives were supported by continuous monitoring, tracking and refinement of definitive goals using optimization and socialization best practices. We established performance metrics to account for cause and effect against ROI milestones.

## Key Steps

- Developed and implemented SEO/SMM strategies
- Created customer-centric framework utilizing key themes and sub-themes
- Developed industry/category-relevant keywords including prioritization hierarchy
- Optimized web pages including page copy/text with embedded keywords, meta tag descriptors and meta keywords, content asset selection, link building, and engagement mechanism/process
- Launched media campaign to socialize third party editorial content via targeted, high traffic and niche social media outlets/networks
- Developed best practice reference guide to socialize and standardize keyword usage and optimization protocol
- Accounted for cause and effect against ROI milestones

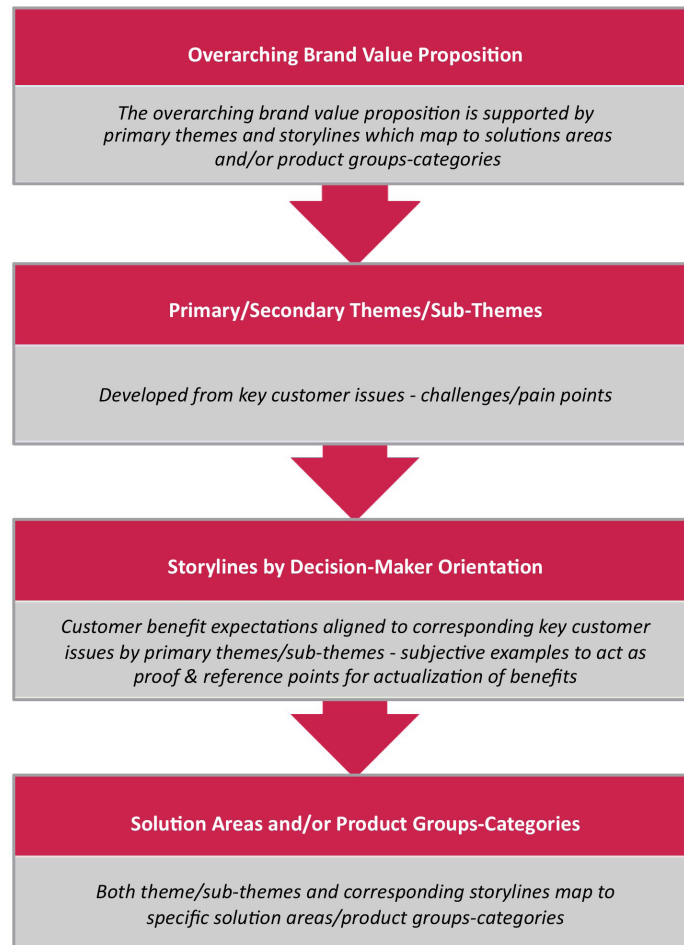




“S&A was able to leverage our current business practices to develop a host of new programs that consistently move our business forward.”



## Customer Centric Communications Framework



Elements for the Communications Framework surround customer centric themes and sub-themes. The framework utilizes positioning/messaging best practices for:

- Delivering consistent messaging actualized from a customer perspective
- Accelerating awareness and purchase consideration levels
- Providing a solutions selling dialog for sales/marketing that bridges customer needs with solutions
- Enabling engagement opportunities for sales at higher decision-making levels within an organization

## Results

- ◆ Established strong web and social presence of brand and top strategic positions
- ◆ Quadrupled click-through rates
- ◆ Ranked #1 in thought leadership
- ◆ Fueled over 20% of overall site traffic and 60%+ of individual campaign page views
- ◆ Stimulated viral pickup of over 50% of editorial assets by more than 200 social sources
- ◆ Achieved top 20 ranking for over 80% of keywords
- ◆ Attained a 10% offer to click-through rate
- ◆ Initiated 360° performance measurement with built-in process for refinement/improvement and testing
- ◆ Surpassed best practice levels for cost-per-click
- ◆ Secured more than 10,000 new followers over multiple social networks

Shenkan & Associates, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace. We combine our extensive service capabilities with expertise in diverse industries, markets, channels and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities.

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