



BRAIN BYTES

CREATIVE

**BBC
CASE
STUDY**



the **CHALLENGE**

Northplains is a pioneer in the digital asset management space. The company's former website was not generating qualified web leads and the company was struggling with a shrinking pipeline.

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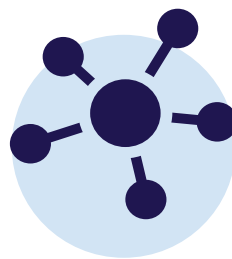
the
SOLUTION

BBC built a lead generating website and provided digital marketing services including Paid Search, Organic Search, Conversion Rate Optimization, Social Media Marketing, and Inbound Marketing.



PAID SEARCH (PPC)

- Bid & Budget Management, Analysis, and Optimization
- Positive & negative keyword research including weekly Search Query Report reviews
- Keyword Quality Score optimization via AdWords and Analytics data
- Ad Text Optimization & Split (A/B) Testing
- Keyword and conversion trend analysis by time, device, location, etc.
- “Test and learn” initiatives with Google Analytics (audience tracking, remarketing, etc.)



**INBOUND MARKETING
(SEO + CONTENT + SOCIAL)**

- Content creation, sharing (social), and optimization
- Off-site SEO - link-building (research and acquisition)
- Influencer rapport building:
 - including retweeting/commenting on relevant content
 - content generation referencing influencers in the form of mentions within blog posts and Q&A expert surveys published in blog posts or white papers
- In depth competitor research (content generation, online/social influence, SWOT & link analysis)



**CONVERSION RATE
OPTIMIZATION (CRO)**

- Page performance analysis by target keyword(s)
- Restructure based on Google Analytics data (e.g., bounce rate, session duration, exit pages)
- User flow/paths analysis to minimize cart abandonment, site/page exits, bounce rates by page, etc and maximize avg. session duration, user engagement, conversions, repeat purchases, etc.
- A/B Split testing



**SOCIAL MEDIA
MARKETING (SMM)**

- Optimizing social accounts and creating/sharing content
- Launching targeted sponsored content campaigns
- Building followership and connections

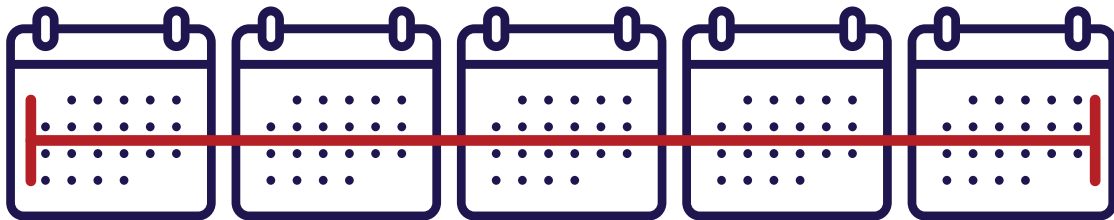


**ORGANIC SEARCH (SEARCH
ENGINE OPTIMIZATION/SEO)**

- On-page optimization (content adjustments based on keyword research, internal linking)
- Competitor keyword research, site crawls and opportunity analysis
- Site architecture, URL, and content analysis
- HTML/On-page code and page speed optimization
- New content discovery through keyword research

the
RESULTS

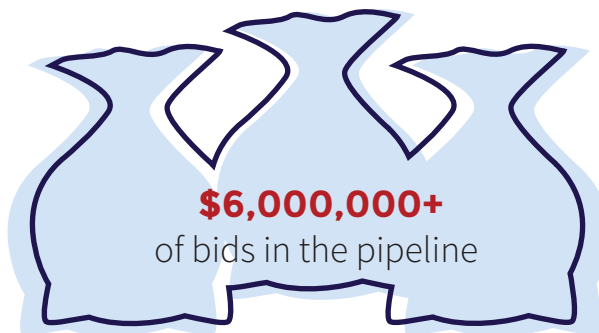
Within 5 months, the NorthPlains the website had generated over 180 qualified leads and \$2M+ of bids in the pipeline.



5 Months



180
qualified leads



\$6,000,000+
of bids in the pipeline



the
RESULTS

SHORTENED THE SALES CYCLE FROM 9 MONTHS TO 3 MONTHS.

- Identified key information to answer common questions and incorporated it into the content to quickly weed out unqualified leads and drive prospects down the funnel faster.
- Attracted more relevant prospects further down the sales cycle with highly targeted paid and organic search activities.

SIGNIFICANTLY INCREASED QUALIFIED TRAFFIC THROUGH SEO AND PPC EFFORTS.

- **PPC** - Created targeted paid ad campaigns for each product across regions and languages, aggressively segmented for negatives (e.g., Telescope, North Plains) to minimize CPC and CPL, reduced spend by implemented geographic targeting and exclusions, created relevant ad extensions to maximize visibility and CTR within Google, implemented remarketing/retargeting.
- **SEO** - built and organized site content to rank on the first page of google for 15 high volume keywords.

DROVE TRAFFIC AND CONVERSIONS THROUGH CONTENT MARKETING

- Built and implemented a “content machine” to connect subject matter experts with marketers and and PR professionals in the creation, optimization, and distribution of new expert driven content across channels. Also created opportunities to re-release older content to engage new users.

INCREASED QUALITY MONTHLY WEB CONVERSIONS FROM FROM 1-3 PER MONTH TO OVER 40 MONTH IN 90 DAYS.

- Built a conversion friendly website aimed at engaging target prospects. Former website lacked CTA's, clear positioning/branding, product information, company information, user information, trust/credibility factors, cohesive design, and search engine friendly SEO practices.
- Systematically performed split tests across ads and pages and leveraged insights to boost conversions across the site.
- Improved user experience by improving page speed to be among the best performing sites on the web (above 75%).
- Built customized reporting to inform optimizations across the site and bolster traffic/conversions.

SIGNIFICANTLY INCREASED SOCIAL ENGAGEMENT.

- Created a series of company/industry specific LinkedIn best practices videos to help individuals across the organization leverage the tool.
- Created highly targeted paid ads to engage and capture top of the funnel prospects.
- Optimized current company linkedin account.