CASE STUDY

Marketing Technology Company

A publishing mindset towards content is essential today. A publishing mindset is thinking like a magazine (or an online publication) where editorial calendars, themes, visuals, and content made for impact is created for each target audience and customer (buyer personas).

Content today must also be built for mobile and web consumption in order to push out content that establishes a better connection with customers, and provides the opportunity to develop longer-lasting relationships with both internal and external stakeholders.

This Marketing Tech Company developed a content-first mindset and built a new content and eCommerce platform to help them drive their business goals. By creating a web platform with unique, original content, they were able to meet their initial KPIs and begin to understand their customers and target audiences in a much more robust way than they had before.

Increase in Traffic of Over 30%

Data shows that acquiring users through the content platform is 10x more cost effective than acquiring users through traditional digital channels once by using a content.

8x Increase in Organic Traffic

Content created included top-searched keywords for the brand. By doing so, this company was able to drive 8 X more organic traffic to their web and eCommerce platform.

Increase in Traffic of Over 50%

Having an Editorial mindset towards the creation of creative and unique content the platform must be mobile responsive today. This company in doing so helped them increase their mobile traffic by 50% allowing their user base to become more highly engaged.

25% Increase in Sales

Using content as a pathway to sales is a main KPI for this company. They saw that those by allowing their user-base to explore their unique content, those that read the content became buyers. In fact, 25% of their readers have become eCommerce customers due to the increase in curated content experiences.

CONCLUSION

Content trend tracking is essential for optimization and ongoing communications. By continuously tracking and optimizing content based on analytics and direct feedback, brands can create the perfect environment to become a trusted authority and drive their business goals in innovative ways.