

DIGITAL MARKETING CAMPAIGN

Manufacturing partner was convinced that their goals could not be achieved

[CASE STUDY] A process or record of research in which detailed consideration is given to the development of a particular person, group, or situation over a period of time. Also known as a particular instance of something used or analyzed in order to illustrate a thesis or principle.

At MLive Media Group, we are sensitive to the needs of every client partner, every day. In the event of the case study you'll review here, we are particularly sensitive to the hyper-competitive environment that faces our client partner positioned in this campaign. To make every effort to keep their business practices and marketing efforts in the strictest of confidence, we offer the data enclosed as a reliable representation of the work MLive Media Group did for this partner, but will not disclose the name of that organization.

How do you reach the full spectrum of purchase influencers when you only have a business relationship with one of those influencers? Our client partner knew this element was central to success of a new campaign. However, they felt that this was undeliverable. The MLive Media Group effort tackled just this concern, and ultimately overcame this challenge.

Discovery

Our client partner produces high quality, technologically advanced components used in the production of automobiles. Because of the very specific nature of their B2B business, their client list numbers approximately 75, and each transaction might represent several hundred thousand dollars per purchase. Because the funnel for forging new client relationships is so refined, customer targeting was even more important.

This partner's main method for remaining connected with customers and the public were grand-scale tradeshow events, occurring several times each year across the United States. This was a key component of their marketing existence that MLive Media Group embraced and built upon.

Throughout the discovery process, wherein Key Performance Indicators (KPI) are named, we determined practical goals, key targets, messaging, and methods for measuring results. We determined that the approach would harness the power of these events, and include three key points.

PRODUCTS:

- Google Analytics
- Geo Targeting
- Creative Development
- Use of Video within Creative
- Social Media

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Analytics

One of the ways that MLive Media Group best serves its client partners is by providing methods for users, followers, friends, or influencers related to our partner's business can be identified, named, and understood. At the outset, we discovered that little real data was available, and that only anecdotal information existed. Our first effort was to integrate our proven methods, resulting in a reveal of customer and client data not previously available.

Method Employed: Integration of Google Analytics to track site visitorship and online behaviors.



Targeting

In order to create a strategy that would reach all key purchase influencers, we needed to closely target an appropriate audience. There is no perfect solution for everyone. There is no perfect solution for all companies. Our work is tailored for each unique need or circumstance, and must be redesigned every time.

70% of marketers now use video as part of their marketing strategy.

80% of consumers are more likely to buy a product after watching a video about it (adweek.com)

Methods Employed: We worked with our client partner to find companies across the nation, whose employees or customers they wanted to reach. (These companies represented entities further down or within their own supply chain, not competing businesses or manufacturers.)

We built a digital campaign to serve only to individuals that had been to these distinct locations. This campaign was message strong and video heavy, delivering product information that offered greater depth to the understanding of the product by viewers.

A robust/responsive ad campaign was prepared for attendees at the large tradeshow events previously mentioned. For those attendees that had been in the select target business environment, the remessages were applied, providing a richer experience.

Analytics help us to fully understand. Is your website able to drive revenue? Is it successful in collecting appropriate sales traffic? Without analytics, changes to any site are done in the dark, blindly, without logic and reason driving the decision-making. It isn't enough to simply trust your own feelings. When engagement, and usability can be measured and calculated, and revenue is on the line, it's best to know for sure.

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In short:

We built a method to target before, during and after large industry events where we knew influencers would be in attendance.

We worked with our clients to find companies nation-wide that they wanted to reach. We targeted them around the location of their offices.

PRE

We pin-pointed two large events that were coming up that we would target messages to around a specific radius of its location.

DURING

We planned to follow them back to their home location and deliver re-messaging to them to keep the conversation going and our clients brand top of mind.

POST



Social Media

In the third prong of our campaign, we wanted to show our client partner that social media was a place for them. Their supply chain and B2B nature led them to believe that the social ecosystem would not be effective for their business entity. Not every platform would be! But as their organization made strides to build their interactions, they needed a social space to maintain those new relationships.

Linked In statistics, as of February 2015:

4 Million Business Pages, feature 1.2 million products.

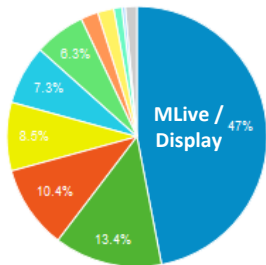
20 monthly posts on LinkedIn should reach 60% of your audience, provided you target traffic rich times, like 10-11am on Tuesday mornings (LinkedIn's heaviest daypart)

A byproduct of our discovery and targeting was also learning where these influencers find content. LinkedIn offered the perfect opportunity for both. Through LinkedIn, our client partner could better understand their own customers and end users, and what interested them. Armed with this knowledge, they can prepare their own content with true supporting data. Giving your customer what they want on a platform they use is by far more valuable than any display ad you can throw their way.

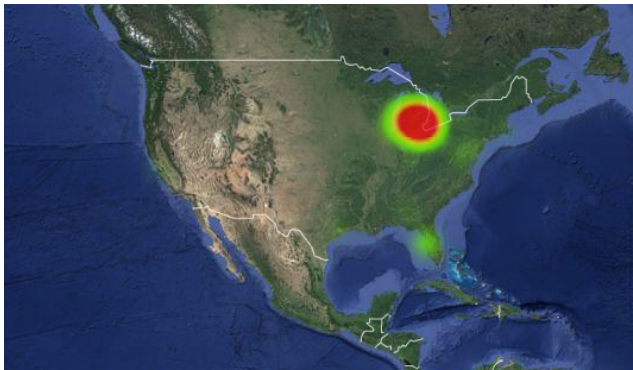
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Client Partner Experience Results

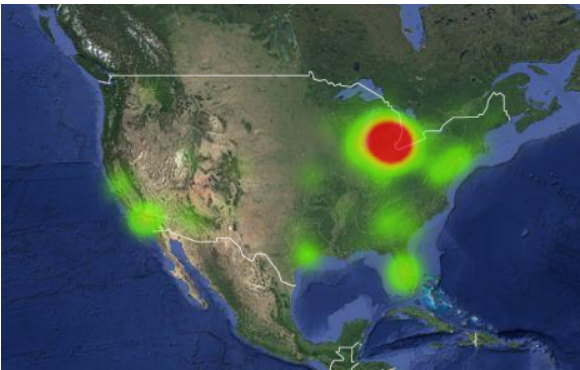
1.  MLive / Display	326	46.97%
2.  google / organic	93	13.40%
3.  clientpartnerswebsite.com / referral	72	10.37%
4.  semalt.semalt.com / referral	59	8.50%
5.  buttons-for-website.com / referral	51	7.35%
6.  (direct) / (none)	44	6.34%



Pre Event



Post Event



Campaign Element	Impressions Delivered	Clicks	CTR
Targeting Campaign (1/12/15 – 1/16/15)	54,654	29	0.05%
Re-Messaging Campaign (Post 1/16/2015)	31,184	70	0.22%
TOTAL	85,838	99	0.12%

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An increase in client partner site traffic of 39% was supplied by the digital campaign 100% of the traffic increase showed intent to purchase.

(When we looked at the flow of traffic we saw that the first and second pages visited after landing on the site directly from our campaign was to the contact us page. This is outstanding. Especially when you look outside of our campaign. All other traffic coming to the site was dropping off and never visiting the contact us page, indicating to us an intent to communicate, or purchase.)

Of the 39% increase, 91% were new users on the site. LinkedIn exhibited increased followers by 45% over a course of 5 months.

They have also been able to follow up with anybody who has “liked” and article and used them as warm leads, which is a new way to help fill their pipeline.



Closing

When a strategic digital campaign has many layered elements is targeted toward a particular, identified audience, nearly any challenge can be overcome. Our client partner is beyond happy with the success they have already gotten from their campaign and blown away we could reach an audience they believed was impossible for so long.