

Case Study – Integrated Marketing for National Insurance Company

In 2016, we were hired by a large nationally recognized field marketing organization with 8 offices across the U.S. They needed help increasing the value of their organization and claiming more market share.

The Problem

- Increase perceived value, completing transition from “small company” feel to large and professional.
- Rank on 1st page of organic search results for critical keywords.
- Make website useful to target markets.
- Acquire more leads.

The Result

In only 6 short months, our client benefited from:

- 122 new conversions (online leads).
- 57% increase in overall traffic.
- 1st page ranking on Google for 7 of their critical keywords.

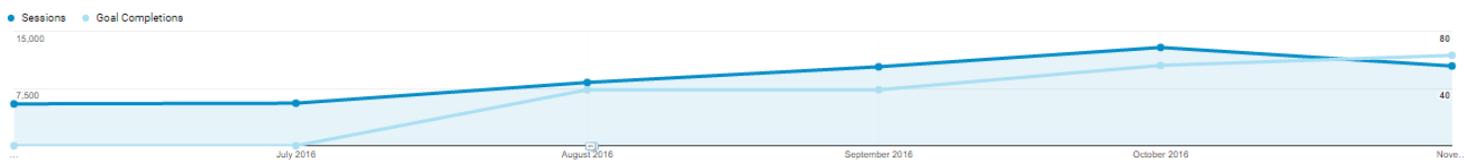


Figure a: June - November 2016 Overall Sessions & Goals

How We Did It

By understanding the client’s goals, business, and competitors, we were able to formulate a comprehensive strategy that yielded the client immediate dividends, and will continue to yield long term opportunities.

Brand Development

Successfully elevated market perception of company.

- Provided brand assets with a new color palette, typography choices, graphic elements, custom photography, and patterns.
- Style guide created detailing how to use each of these elements to maintain the brand identity.
- New look was then applied to every piece of marketing and internal communication from complete trade show setups, to office forms. This created a cohesiveness across all mediums that did not exist before and elevated the market perception of the company.
- Comprehensive branding included:



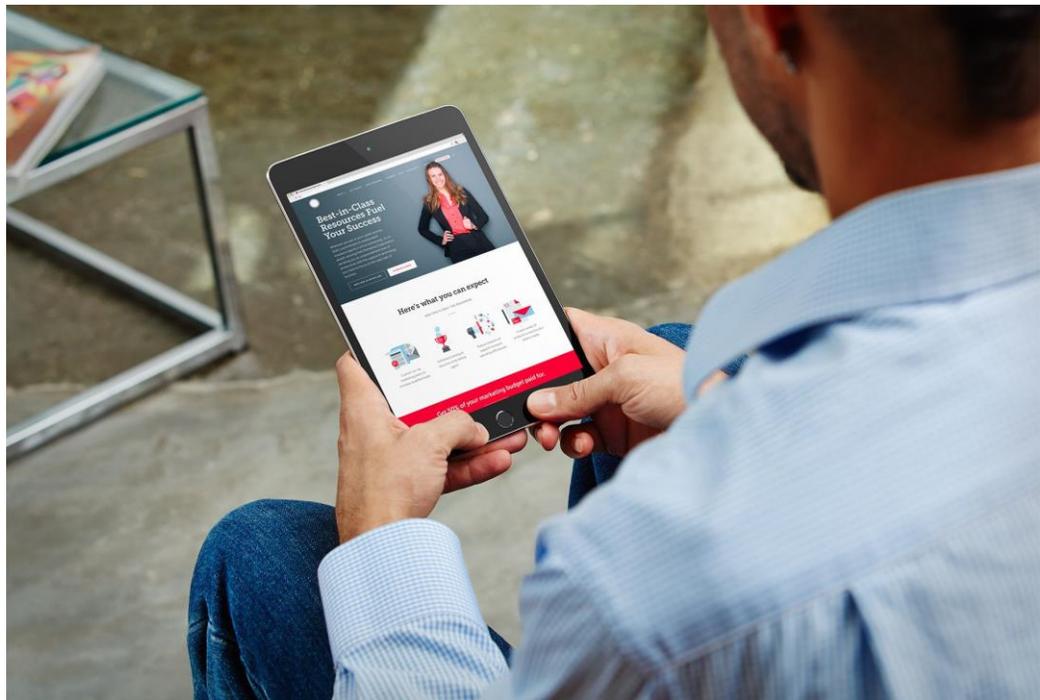
- ✓ Advertisements
- ✓ Apparel
- ✓ Banners & signage
- ✓ Brochures
- ✓ Business cards
- ✓ Custom photography
- ✓ Custom presentations
- ✓ Style guide outlining: proper logo usage (print/web), primary and secondary typography, color palettes, use of imagery
- ✓ E-blasts
- ✓ Email signatures
- ✓ Employee badges
- ✓ Envelopes
- ✓ Flyers
- ✓ Logo
- ✓ Letterhead
- ✓ Office forms
- ✓ Office reception signage
- ✓ Promo items
- ✓ Social media assets
- ✓ Trade show installations
- ✓ Training manuals
- ✓ Tri-folds

Web Design and Development

Fully integrated new brand identity into an optimized website:

- **Landing Pages** – 6 lead capture landing pages work in conjunction with the ongoing internet marketing efforts to generate real, qualified leads and route them directly to the appropriate employees.
- **Responsive Design** – Site displays properly for all devices, creating a consistent experience at all screen widths.
- **Lead Generator** – Placed front and center as major goal.

- **Blog Platform** - Fresh content is posted on a weekly basis, creating meaningful interaction with the company's audience via a comments section and ability to subscribe to new posts.
- **Custom Photography** - A professional photographer was utilized to employ high-quality images of actual employees working and interacting.
- **Keyword Research** - We performed extensive research and created a list of 12 primary search queries that were crucial to their business. These search terms were incorporated into their site with on-page and off-page optimization techniques.
- **Copywriting** - Targeted, optimized copy was crafted in a professional, easy-to-understand tone for this site. There was a lot of technical information to neatly package in a way that was engaging and not overwhelming. Nailed it!



Internet Marketing

Strategically communicated the right messages to the right channels at the right time, accounting for 57% increase in traffic and 122 online leads within 6 months.

- **Lead Generators** - We created 6 lead generators to capture leads. The opportunity to collect leads on their old site was non-existent.
- **Organic** - In just a few short months, this client saw their organic traffic increase 55% and generated 51 leads. In addition, 7 of their critical keywords rank on page 1 of Google search engine results.

- **SEO** - Continued curation of key phrases and FAQs by their target markets were interwoven on site to ensure healthy foothold with organic traffic.
- **Backlinking** - Strategy leveraged affiliate relationships to improve online reputation through social channels, reviews and testimonials, and getting information shared among industry professionals.
- **Blog** - Utilized articles to capture traffic from long-tail keywords. These posts were not only a benefit to search engines, but gave us the opportunity to take very complicated topics and provide clarity, making their blog a valuable information source to their target markets.

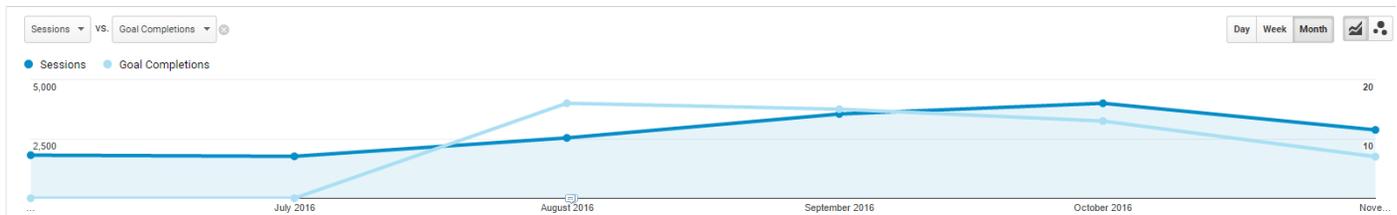


Figure b: June - November 2016 Organic Traffic & Conversions

- **Social** - This client endorsed a more aggressive social approach and saw an immediate increase in engagement, follows, and visits to their website. While not all, most of their social posts were directed toward engagement with current subscribers.
- **Paid Search** - Google AdWords campaigns were utilized to get specific phrases immediate premium positioning on search results nationwide.

Summary

Strong branding, comprehensive web design, and an integrated marketing strategy generated a significant increase in brand awareness and leads for this client.

Your Turn

If you are ready to capture more market share in your industry, please schedule a [free consultation](#).