# ONLINE BRAND-BUILDING CAMPAIGN

## **PURPOSES**

- To build a base presence on social media that are appropriate for our target market
- To establish the company's medical and legal services expertise through use of a blog, case studies, whitepapers and videos
- Use the chosen online outlets to draw traffic back to the company website to increase business development opportunities and sales

## **LENGTH OF CAMPAIGN**

Ongoing

## **TACTICS**

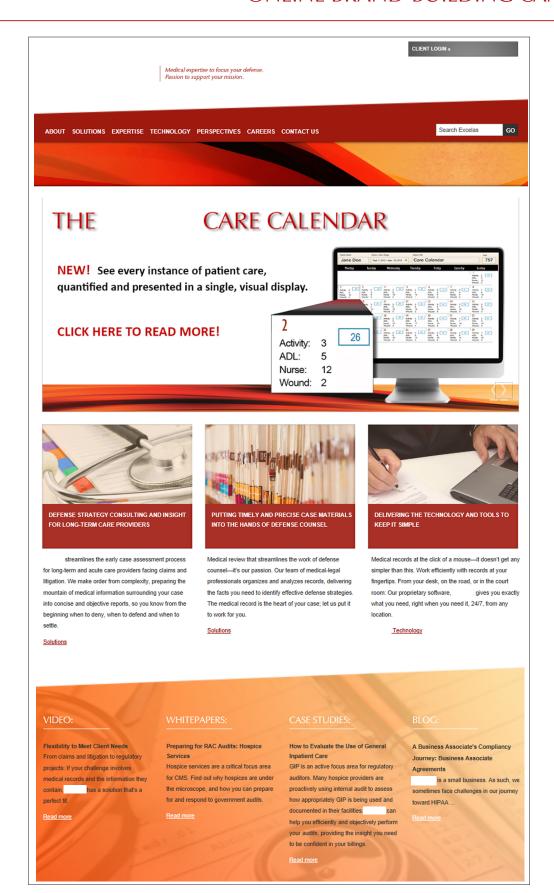
- Create a new company website to feature more in-depth information about services and products, multi-media/videos, a blog, project and service case studies, and whitepapers on relevant industry topics and trends.
  - Website conceptualization and development began in May 2012, and new site launched in April 2013
- In conjunction with website launch, establish a company presence on relevant social media
  - is a niche B2B company, with a very specific, highly professional target audience. Therefore, it was decided that the most appropriate social media outlet is LinkedIn, as it is understood that our market spends little time on social media and, due to the nature of their business, would be unlikely to engage on less professional social sites. A YouTube presence was also created to house videos and other animations used within the website.
- Share and promote company-created content and other relevant company news via the website and LinkedIn, ensuring that SEO tactics are utilized to draw additional traffic

## **RESULTS**

- After the first year, the combined website, social media and SEO tactics have increased traffic to the company website by 38%
- Organic search traffic has increased by 30%
- The company's LinkedIn following has increased by ~85% since the campaign began, with growth remaining steady at approximately 20% per month
- After one year, the marketing strategy, combined with personal lead nurturing, has increased new business by
  \*12%

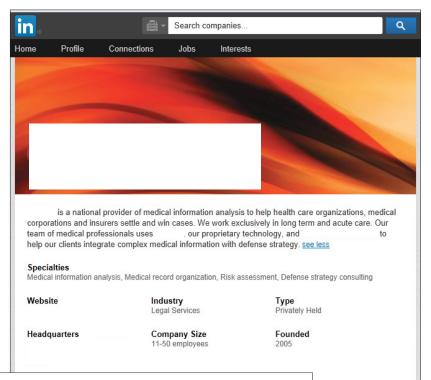
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## **WEBSITE**



# ONLINE BRAND-BUILDING CAMPAIGN

## LINKEDIN



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is working to support the regulatory audit and survey process with a variety of services geared toward ensuring an expedient and complete response to the challenges at hand.



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