>>> **CASE STUDY**

HOW ONE PIECE OF CONTENT GENERATED NEARLY 1,500 NEW CRM DATABASE CONTACTS

CONTENT MARKETING

Colleen Kmiecik

❯❯❯ OVERVIEW

Utilizing a variety of online distribution tools, a single piece of content was viewed by almost 8,000 people, of whom nearly 1,500 shared their contact information and were added to the CRM database to be included in further marketing and outreach.

❯❯❯ CHALLENGE

- Increase brand awareness with a report that provides valuable information on an issue that is currently challenging the target audience
- Position the organization as a thought leader and solutions provider
- Use the report to generate interest and invite prospects to share their contact information in order to receive the report

❯❯❯ SOLUTION

I began by identifying and researching a current challenge for our target audience. I created a report discussing the current challenge and how the organization can help solve that challenge. More than a brochure, the report presented industry statistics, trends, predictions, real-world examples and success stories. The report was posted on a landing page with an engaging description and a lead capture form requiring an email address. Upon completing the form, the user can download the report or choose to have it emailed.

With the landing page being the hub for capturing email addresses, I developed a plan to drive traffic to the landing page, including:

I created a variety of social posts to share interesting highlights from the report with a link to the landing page. Posts on the social pages were seen by the organization's followers, many of whom were already in the database; to reach new prospects, I created sponsored posts and social ads targeted to a custom audience based on job roles and industry.

I developed a print marketing piece describing the report with a QR code linking to the landing page. This small piece was distributed at events.

Working with the organization's leaders and subject matter experts, I developed a webinar and podcast series based on the content of the report. Email addresses were required to register for the webinar, and cookies were dropped when someone visited the podcast page.

The report was promoted through other industry organizations, including articles and ads in their enewsletters. These articles and ads linked to the landing page.

A summary of the report was written as a blog with a link to the landing page. The blog was shared in similar ways to the report, including on social media and in enewsletters. Cookies were dropped when someone visited the blog.

Anyone who was cookied -- e.g., visited the webinar, podcast or blog but didn't click through to the landing page, or visited the landing page but didn't complete the form -- were placed into a retargeting campaign in which they were served additional ads for the report.

Upon completion of the form, the contact information was transferred to the CRM database.

⟫⟫ RESULTS

5,575 Direct clicks to the landing page from social posts, social ads, boosted/sponsored posts, QR code, enewsletters, and blog

2,327 Additional clicks to the landing page from retargeting ads

7,902 Total clicks to the landing page, generating increased awareness of the brand and its reputation as a thought leader and solutions provider

1,179 Emails captured through the landing page form

308 Emails captured through webinar registration

1,487 Total new emails captured

LANDING PAGE CONTACT FORM

Retargeting
QR Code
Blog
Social Posts
Social Ads
Webinar
Newsletter

CRM DATABASE
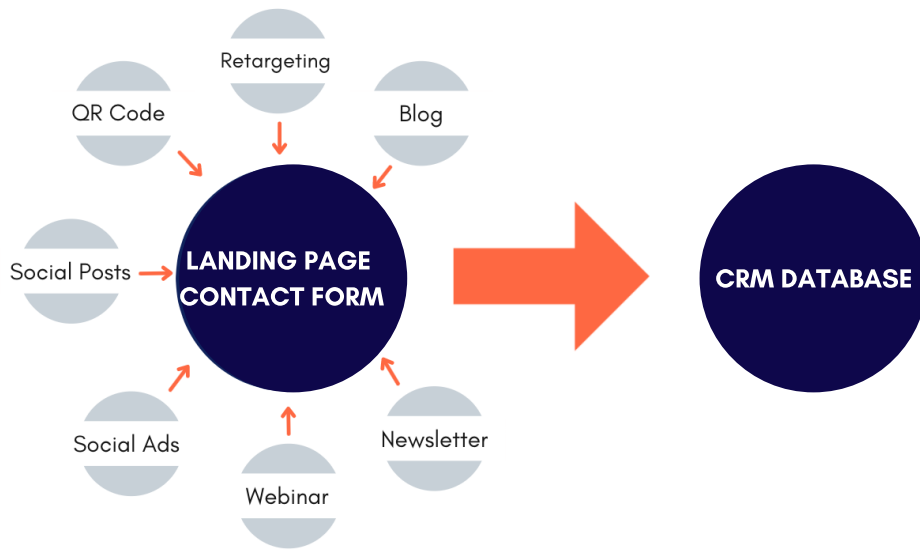
INCREASED BRAND AWARENESS

1,487 NEW CONTACTS

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