

Case Study: SOCIAL MEDIA

Social Media Campaign that Won a Financial Gift!

BUSINESS NEED

ProjectGirl.org is a grassroots nonprofit organization whose mission is to help educate young girls about negative advertising and marketing messages. The organization was one of four non-profits chosen by a large consumer goods company to compete for a \$250,000 grant. ProjectGirl.org had 3 months to build awareness about the importance of their mission and drive young girls, 13-18 years old, to www.at15.com where they could vote on the nonprofit of their choice. The other three organizations were much larger – in terms of reach and staff. The percentage of votes received was to be used as the percentage of the grant monies given out to each group at the end of the contest.

THE SOLUTION

After a social media assessment, it was determined that a social media and email marketing campaign, along with an organic search effort needed to be created and implemented. ProjectGirl.org's Website was also evaluated for Search Engine Optimization best practices. In addition, we benchmarked the positioning of keyword phrases, marketing attributes of the site and competitive positioning of organic and paid searches. We reviewed public relations opportunities at meetings, conferences, and media contacts at local and national media outlets.

The website architecture was re-formatted in HTML, for better tracking purposes. The existing Website design was re-used and a new splash/home page was created that was more appealing to the voting demographic (as well as adults). Videos on the site were made smaller for faster load times.

Existing content was used to start a blog that allowed the founders to get their messages out faster and more creatively. Profiles were created on Facebook, LinkedIn, MySpace, YouTube, to leverage existing contacts, materials, and expand their reach. Interviews were secured with local TV stations.

Email blasts to current opt in data bases were done with key status updates, new information and calls to action for specific groups.

RESULT

All 66 pages of the client's Website were indexed by Google within 48 hours of going live with the new structure. The social ecosystem grew from zero connections to over 300 points of contact. Emails were sent out to more than 600 people. A feature article about ProjectGirl.org will appear in a national women's magazine in the Fall of 2009 and most importantly, ProjectGirl.org won the largest percentage of the vote (42%) and received 42% of the \$250,000 (\$105,000!). Social media can create measurable results in a number of ways!

“ProjectGirl.org won the largest percentage of the vote (42%)... and received \$105,000!”



Case Study 2: SOCIAL MEDIA

Local Search: SEO strategy

BUSINESS NEED

A plastic surgeon with a private surgery center in southern Wisconsin needed his Flash Website to be found on the Internet amidst much larger multi-location, multi-surgeon offices. We were asked to evaluate their Internet presence and implement a strategy for SEO that would elevate their placement on Google using 7 key word terms and phrases. This stepped up SEO effort needed to coordinate with a TV and online advertising campaign they were about to launch. They also wanted the capability to edit and add content to their Website internally and needed programming expertise to do so.

THE SOLUTION

The Website was immediately evaluated for SEO best practices and structure. We benchmarked positioning of desired keyword phrases, marketing attributes that should be on the site and what their competitive positioning should be for organic and paid searches.

The original Flash Website architecture was updated. Some of the animation was left on the site but limited so they could improve search results. We reused the existing site design.

For the local search directory effort, we created keyword rich profiles and placed them within researched directories. This created higher search results immediately.

The staff was trained on simple editing software to make future edits, ongoing do-it-yourself SEO practices and easily add the new series of articles written by the surgeon.

RESULT

The Website's 73 pages were indexed by Google within 48 hours of going live with the new structure. In the next two weeks, 5 out of the 7 keyword target phrases were found on the first page of Google Local Search results (SERP). (The last two targets were much more competitive.) The reconstructed Website enabled the client to better leverage his future TV advertising and Internet campaigns, easily track their referral links and determine their ROI on their online advertising expenditures. The surgeon's series of articles is increasing the Website content with new information targeted at the last two keyword phrases. The surgeon is very pleased with the steady improvement in the positioning of his Website on the Internet and the influx of new patients leads.

“If you don't show up in Google, you are basically invisible to the world.

And if you don't show up in the Top 10 search results (on the first page), you almost don't exist.

Over 80% of people who search click on a link on the first page of search results. (Note, this includes the pay-per-click ads.)”

