

Case Study

Anatomy of an Award-Winning Lead Generation Campaign



DMIN3

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Increased
Sales Leads
71%

Top 10
Google Search
Ranking

Increased
Subscriptions
34%

Overview

Our client, a major regional producer of heavy construction materials, turned to DMN3 to boost its online marketing effectiveness for its structurally lightweight aggregate products. Made from expanded shale and clay, these lightweight construction materials have technical properties that provide cost, quality and environmental benefits when used in a variety of construction, engineering and horticultural projects. The primary audience for our client's lightweight aggregate products included architects, engineers, construction contractors and building professionals. While seemingly mundane products, lightweight aggregates have a strong technical component matched by a multi-step buying process.

Challenge

The challenge for the DMN3 team was to create and execute a dual-purpose online marketing plan that differentiated the lightweight aggregate product from cheaper concrete. The primary objective was to generate qualified leads for our client.



Strategy

The DMN3 team developed a digital strategy that used technical and educational content to generate and nurture leads through the buying process.

Here Are the Steps:



Step 1:

Enhance Keyword Optimization

We developed a more targeted keyword database for use in the overall online plan. This keyword optimization effort was used in content development. It enhanced SEO and paid search campaigns being implemented as part of the engagement.



Step 2:

Boost Website Traffic with SEO and Paid Search

We created, implemented and managed ongoing paid search and SEO campaigns that utilized targeted keywords aimed at boosting website traffic and email subscriptions from key audiences in a cost-efficient manner.



Step 3:

Optimize Media and Editorial Plans

We created a media and editorial plan focused on key online trade publications and third-party industry communication outlets. These plans were developed to support online display and advertorial campaigns being implemented as part of the overall marketing plan.



Step 4:

Enhance Website Traffic with Online Display and Advertorial Campaigns

We created, implemented and managed an ongoing display ad and advertorial campaign targeted at key audiences and select online trade and industry publications.



Step 5:

Promote Awareness and Content with Social Media

We developed and promoted client content across relevant social media networks.



Step 6:

Improve Lead Quality

We established procedures to improve the collection of relevant lead data aimed at supporting subsequent lead nurturing activities, including the distribution of quarterly email newsletters, promotional emails, key product/service announcements and text updates and messages.

Results

The DMN3 solution generated robust improvement on multiple levels for our client:

- ✓ Our SEO efforts achieved a top 10 Google search ranking for a variety of important keywords
- ✓ Email newsletter subscriptions jumped by more than 34%
- ✓ More than 80% of new newsletter subscribers had no prior or current relationship with our client
- ✓ The plan yielded a 71% increase in sales leads over prior comparable periods.

The effectiveness of this strategy and the results of this online marketing program earned DMN3 an American Marketing Association Crystal Award in 2012.

Key Takeaways

It takes time and effort to build an award-winning lead generation program. Without that commitment, lead opportunities could be lost and advertising dollars wasted. Keyword optimization, a content strategy, ongoing content development, effective SEO, carefully designed media plans, properly targeted paid media, social media engagement and solid lead nurturing practices are just some of the tools that help DMN3 clients exceed their lead generation goals.



If you'd like to talk about how DMN3 could help you generate more revenue from your marketing, please contact Pam Lockard at pam.lockard@dmn3.com or 832-844-2645.



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