



CASE STUDY

Metrics-Based Content Marketing for a Mid-Sized Private and Public Sector Technology Solutions Provider

Their Challenge

The client is a mid-sized technology solutions provider with 132 employees that caters to both private and public sector customers. Among their many assets are 3 of the most sought-after public sector contracts. With a diverse product range including hardware, cloud services, cybersecurity solutions, networking, support services, etc. the company is functioning in a very competitive landscape.

When they first contacted us, their specific challenges included:

- **A Diverse Customer Base:** This necessitated (and still necessitates) addressing the unique and disparate needs of both private and public sector clients.
- **Content Quality and Relevance:** They needed high-quality, targeted content that resonates with each segment and just didn't have resources on staff.
- **Lead Generation:** They needed to generate and convert leads from their content marketing efforts.
- **Market Development Funds (MDF):** They wanted to take full-advantage of available MDF money offered by channel partners, but didn't have the ability to navigate this very complex process.
- **A New Marketing Coordinator:** They had recently hired a new marketing coordinator to replace someone who had been with the company for 14 years. The new coordinator was in the process of familiarizing himself with this company and the tech industry.

The client's goals were to increase sales by enhancing the effectiveness of their content marketing strategy; secure and maximize MDF money from channel partners, implement a metrics-driven approach to track and optimize content performance, and get the new marketing coordinator up to speed quickly—all with the ultimate goal of increasing the number of leads that result in conversions.

Our Solution

We provided a comprehensive, metrics-based content marketing strategy designed to meet the specific need of the client and their two very different markets. This was a challenge for us since the marketing strategies for the public sector and private sector are very different. Working with the client, the solution we ultimately decided on was the following:

1. **Content Strategy and Development:**
 - **Audience Segmentation:** Identify and segment the target audiences within the private and public sectors.
 - **Professional Content Creation:** Produce high-quality, relevant content tailored to each segment, including blog posts, white papers, case studies, infographics, emails, etc.
 - **Content Calendar:** Develop a content calendar to ensure consistent and timely content delivery and also effective collaboration with the new marketing coordinator.
2. **Weekly Meetings:**
 - **Status Review:** With the client's marketing and sales teams, discuss the status of projects, campaigns and individual activities.
 - **Strategic Alignment:** Align content strategy with business goals.

- **Performance Review:** Most importantly, discuss content performance metrics and adjust strategy based on real-time data.
3. **Metrics and Analytics:**
 - **High-Level Metrics:** Track key performance indicators such as website traffic, lead generation, conversion rates, and engagement metrics.
 - **Customized Dashboards:** Create and continually update customized analytics dashboards to provide clear insights into content performance and ROI.
 4. **Market Development Funds (MDF):**
 - **Channel Partner Collaboration:** Work closely with the client's channel partners to secure quarterly MDF revenue.
 - **Targeted Campaigns:** Develop and execute marketing campaigns funded by MDF and focused on high-impact initiatives that drive sales for both the client and channel partner.

Their Success

Our strategic approach and execution yielded impressive results. The client's CEO said, "The impact of this metrics-driven strategy really wowed us. The metrics were important, but not by themselves. Expert interpretation and action steps were vital, especially with a new marketing employee on board. We knew there were solid reasons for every piece of content they created." Specific deliverables within the first 6 months included:

1. **Increased Sales:**
 - **Lead Generation:** The targeted content strategy resulted in a 30% increase in qualified leads.
 - **Conversion Rates:** Enhanced content relevance and quality resulted in a 25% increase in lead conversion rates.
2. **Enhanced Content Performance:**
 - **Website Traffic:** The optimized content strategy drove a 40% increase in organic, direct and referral website traffic.
 - **Engagement:** allowing for search engine algorithm updates, engagement metrics, including pages per session and time on page, improved by 35%.
3. **Effective Use of MDF:**
 - **Campaign Success:** As measured both by the client and its channel partners, MDF campaigns led to increased market visibility (especially important for public sector buyers), leads and conversions. We strengthened relationships with channel partners through successful collaborative marketing efforts and generated enough MDF revenue for the client to offset a significant portion of our fees.

Through a meticulous, metrics-based content marketing approach, we helped the client achieve substantial improvement in marketing effectiveness and ultimately sales. The consistent communication, high-quality content creation, and strategic use of MDF from channel partners contributed to the client's success, highlighting the value of a personalized and data-driven marketing strategy.

The client's CEO summarized, "Our partnership with Smart PR Communications has transformed our content marketing strategy. The professional and personalized analytics-based approach has not only increased our sales but also strengthened our market position."