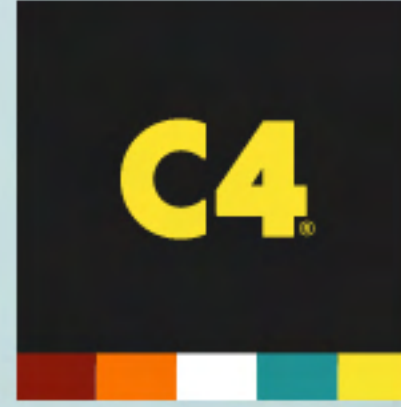




Digital C4: Case Study

LEVERAGING CONTENT

Delivering 65K Monthly Blog Visits

THE CHALLENGE OVERVIEW

A national educational assessment organization was looking to boost their organic (and overall) website traffic and looked to Digital C4 for search engine optimization (SEO). It quickly became apparent that what was needed was content, so we helped them build a blog and deliver the content to support it.

Before building and launching their blog, they had a tough time driving non-branded keyword (search) traffic to their site. This made generating new site visitors and prospects – unaware of their brand and products – difficult and challenging.

Imparting thought leadership and engaging prospects fell outside of their website to more traditional outlets.

STRATEGY

We started by building a blogging medium that carried their brand look and feel, while delivering on traditional blog elements – social media integration, category organization, and promotional elements.

We created a steady stream of content that helped fuel their social media channels and resulted in greater growth and engagement.

DEMOGRAPHIC

- Decision makers – Teachers and administrators in K-12 grades
- Influencers – Parents and students, K-12

RESULTS

16,837 - Year 1 traffic total

79,910 - Year 2 traffic total

117,333 - Year 3 traffic total

778,297 | 2019 traffic total - **71%** | organic traffic

BLOGGING STATISTICS - ACCORDING TO HUBSPOT...

- 1 in 10 blog posts are compounding, meaning organic search increases traffic over time.
- Marketers who prioritize blogging efforts are 13X more likely to see positive ROI.
- 81% of B2B companies use a blog as a marketing tactic.
- 43% of B2B marketers say blogging is their most important type of content.
- 55% of marketers say blog content creation is their top inbound marketing priority

<https://www.hubspot.com/marketing-statistics>



Contact: dc4.co/cs-edu | Site: digitalc4.com | Call: 503-351-8995