

Case Study

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Client/Company

Creating one of a kind heirlooms for companies.

Focus on the Recognition Industry, Influencing Performance

Has an existing website, would like to support the site with a good social media presence- thinking long term strategy.

Business Objectives

- ◆ Become nationally visible in the industry
- ◆ Increase Social Media Presence
- ◆ Increase search engine rankings
- ◆ Increase orders and conversions from the website

Solution

- ◆ Monthly Coaching Arrangement
- ◆ Persona Brand Strategy, create more personal interaction
- ◆ Advised adding a Blog to the Website, add a call to action to the website
- ◆ Redesign site content for effectiveness
- ◆ Create a Blogging Strategy (at least 3x/week)
- ◆ Keyword Analysis
- ◆ Automate to Social Media Sites
- ◆ Help growing Facebook Fan Base, Twitter Followers



Results

Created Blog, Created Custom Blog Strategy, Content Assignments and Categories for each day of the week.

Increase in community awareness, a social media presence that can be automated, funneling traffic back to the website, an increase in client referrals and recognition within the recognition industry, strengthening of the relationship with clients, smartphone friendly content with regular frequency.

"I just listened to your class on blogging and I happily own all of the reasons to resist starting. The biggest is why write 2-3 times a week, let alone daily . when no one will read it, especially busy executives! And just in case you need help in listing reasons, there's the "what if I start and run out of things to write about" after two postings? There, I feel better now . and I have the InSight team in my corner! "