



INBOUND MARKETING STRATEGY FOR CARTER HELPS MEASURE ROI

CHALLENGE

Carter Commercial Real Estate was closely monitoring its marketing spending. After spending heavily in local market business journals such as *The Atlanta Business Chronicle* and seeing minimal ROI, the company decided to take its mass advertising dollars and invest them in public relations, content creation and social media. The company was spending a significant amount of money with a local PR firm to manage its blog, develop content and maintain its social media presence, but the external agency was not charged with measuring the return on investment for its efforts. The PR agency was focused on metrics such as increasing Facebook “likes” and “followers” but as a B2B company we had virtually no presence on LinkedIn. The company blog was built on the Typepad blogging platform and at the time this platform did not offer any metrics on which blog posts were resonating with the target audience. The company blog was also configured to give all of its Search Engine authority to the Typepad domain and not the Carter domain limiting the company’s ability improve traffic to its website via the blog.

ACTIONS

- Investigated HubSpot inbound marketing software and signed up for free 30-day trial.
- Adjusted domain for Carter blog so that Carter’s website domain would benefit from all the fresh content that they were creating on the blog to help drive search engine traffic.
- Used HubSpot software to “benchmark” the strengths of the Carter website so that any redesign and re-branding efforts would not hurt existing SEO strength.
- Completed analysis of keywords that were driving significant results to existing site and looked at competitor websites to develop strategy for utilizing new keywords in blogs to drive search.
- Developed an internal presentation regarding LinkedIn to educate all Carter employees on the importance of LinkedIn as a traffic driver for the blog and ultimately the website.
- Made recommendation to Carter executive team to purchase HubSpot inbound marketing software and the recommendation was approved.
- Worked in conjunction with PR firm to develop a content strategy using new keywords.
- Led negotiations with PR firm for updating their scope of work to focus their efforts on driving traffic to the site, and ultimately generate leads and not Facebook “likes.”
- Engaged third party vendor to connect HubSpot software with the company’s CRM system (Microsoft Dynamics).

RESULTS

- Implemented a marketing automation platform that allowed Carter to track lead generation efforts and measure the ROI from blogging and social media efforts.
- Provided input to sales team on prospects and visitors to site increasing the effectiveness of outbound calling efforts and accelerating pipeline.