



Content Activation

Case Study:

How Spoke content helped an online marketing resource to connect with more customers 🗨️

web.com®





When Web.com, a leading online web builder and online resource that has served over 3 million small businesses, wanted to attract more website visitors, boost brand awareness and generate more qualified leads, they looked to Spoke Marketing for ideas. In the crowded DIY web builder market, standing out from the competition is no easy task, so the Spoke team took a first step toward developing a solution the way we always operate – by doing our homework.

Web.com Content Activation Highlights:

Blog Hits (30 day):

▲ **9.0%**

Blog Hits (15 day):

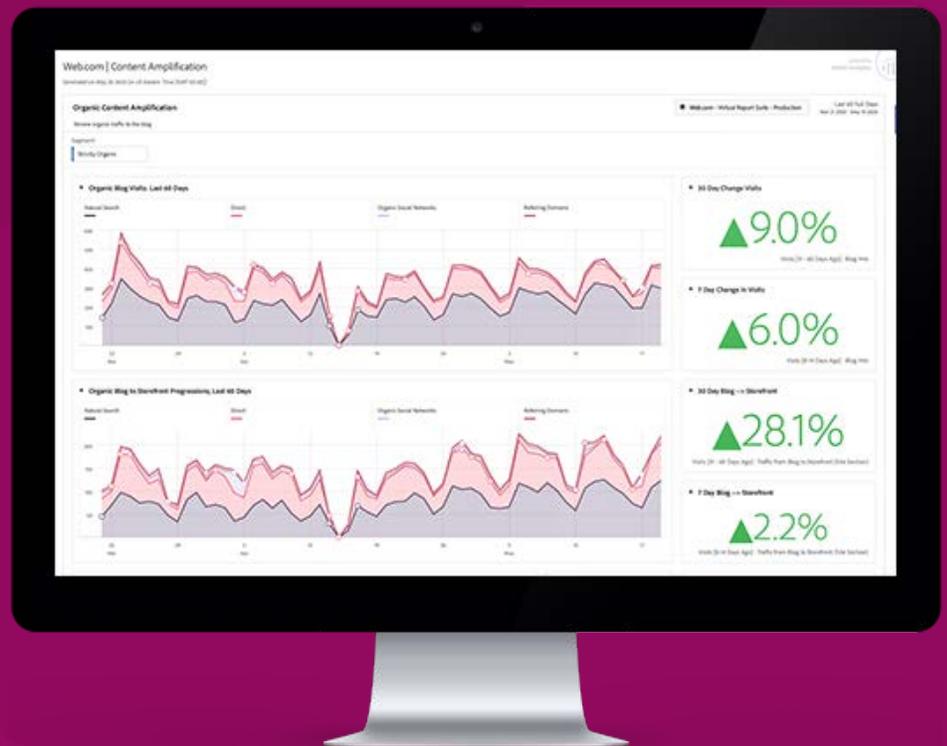
▲ **6.0%**

Traffic from Blog to Storefront (30 day):

▲ **28.1%**

Traffic from Blog to Storefront (15 day):

▲ **2.2%**



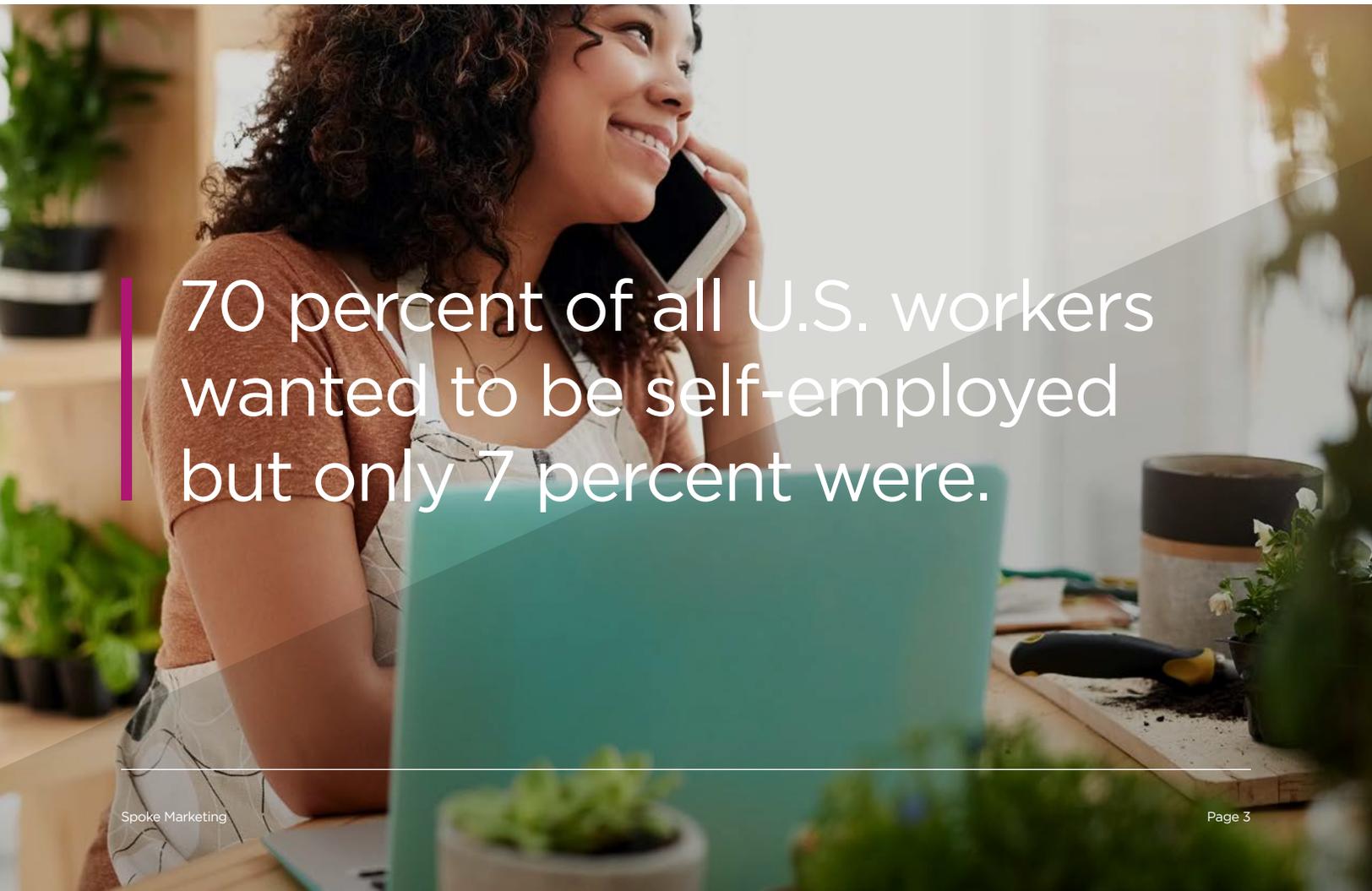


A Discovery Session Reveals Employee Frustration – and a Big Opportunity

Before beginning any content campaign, we immerse ourselves in the details. After conducting Discovery Sessions with the Web.com team and combining that with extensive industry research, Spoke discovered that 70 percent of all U.S. workers wanted to be self-employed but only 7 percent were. The opportunity existed to speak directly to these frustrated employees and spotlight how Web.com’s online marketing resources could help make it easier for them to take charge of their careers and lives.

What is Destination Mapping?

After conducting a Discovery Session with you and your team and combining that with extensive industry research, we’ll partner with you to develop a content strategy based on the specific needs of your customers and goals of your business.



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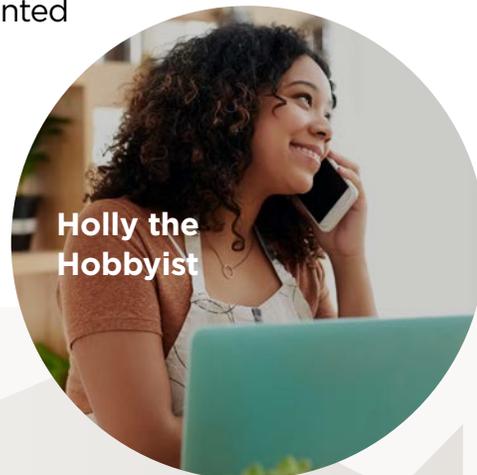
A Content Campaign Encourages People to “Be Your Own Boss”

With its ability to speak directly to people interested in starting a full- or -part-time business, a content campaign was developed to accomplish the Web.com goals of increasing website visitors, brand awareness and qualified leads. For a highly-focused and impactful approach, Spoke developed a six-month content calendar that featured topics to help small business owners get up and running and connect with their customers with online marketing.



Content Based on the Small Business Customer Journey

At Spoke, creating meaningful communications begins with the customer buyer's journey and connecting with people during this process with online assets that provoke thought and action. For Web.com, content was developed for small businesses primarily focused on the startup stage but also extended to reach business owners where they were in their customer journeys. Based on research and the Discovery Session, Spoke developed customer personas to help writers and designers develop impactful content. A combination of eBooks, blog posts, white papers, case studies and infographics were implemented to educate and inform Web.com's audience about new business basics and industry trends.



Targeting customer leads with persona-based content is nearly 60% more effective than regular content.

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

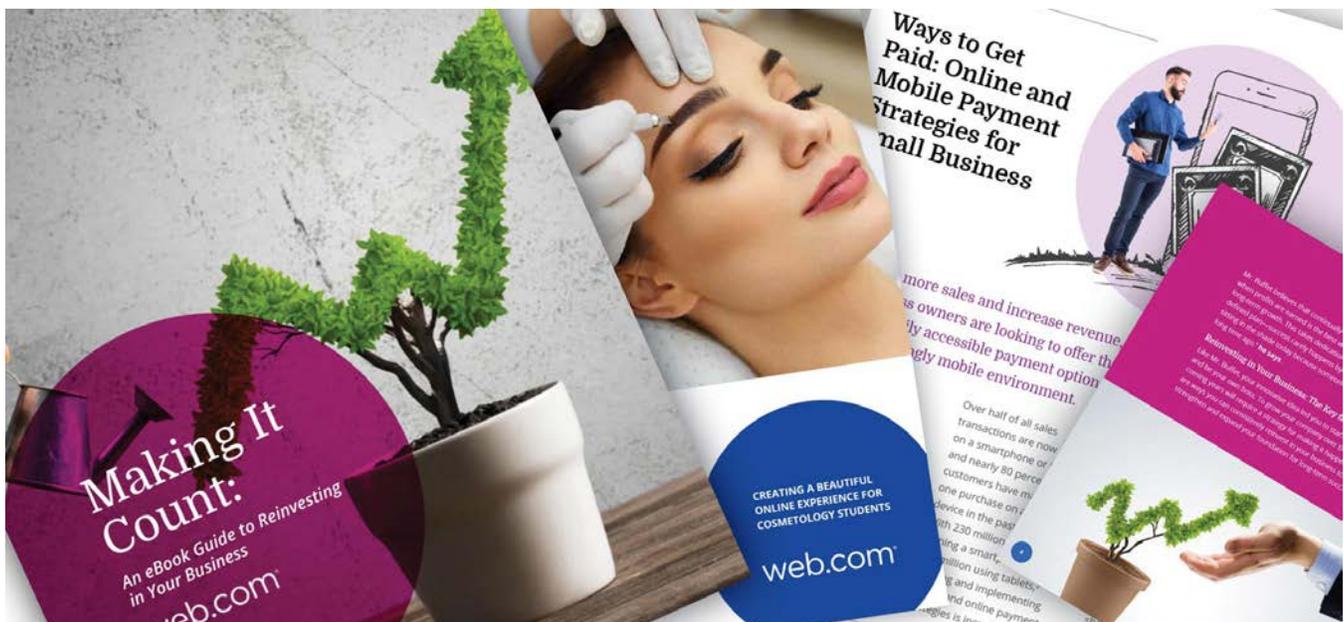


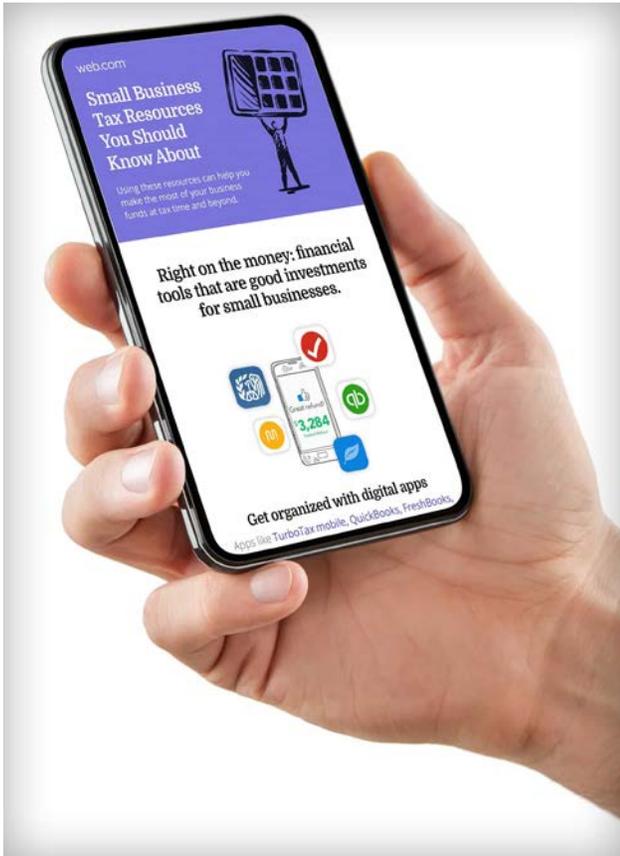
Impactful Content by Design

At Spoke, we're big on making positive impressions and take the time to understand the audience we are speaking to. Focused on the needs of small business owners, Web.com needed content that quickly got to the point to capture the attention of their time-stretched target market. That's where the art of design came in and resulted in dynamic, easy to follow infographics, eBooks and case studies that quickly told a market-specific story and inspired people to take action.

Web.com Brand Refresh

To re-imagine the Web.com brand and website, to a new, impactful online experience that connects our prospects and customers with the solutions they need in the ways they understand it. Updating our visuals through a mixed media approach will create a stronger visual brand recognition to differentiate Web.com from competition.





Keeping the Family Household Connected

With more families working, studying and playing at home, your internet connection could be pushed to its capacity.

Here is a megabits per second (Mbps) bandwidth guide for a household of five:

- 10-40 Mbps**
Email, basic web browsing and stream audio and video files
- 40-100 Mbps**
Videoconferencing, upload and download large files, stream live videos, gaming
- 100-500 Mbps**
Quickly access and send multi-layer presentations, watch 4K videos, mega gaming

From websites to online solutions and guidance, Web.com is here to help. **web.com**

Make Positive Online Waves with Your Pool Service

90% of customers factor online reviews into their purchase decisions.

Make a Deep Commitment to Your Website
Build a website that represents your business and is as refreshing as your brand.

Take a Big Dip Into Social Media
Create posts offering free inspections and discounts on pool cleaning and maintenance.

Dive in with an SEO Strategy
Implement search engine optimization (SEO) keywords to help customers find you online.

Create a Splash with Seasonal Emails
Promote pool services in the spring and summer and spa maintenance in the fall and winter.

Everything your small business needs to succeed online. **web.com**

Make Positive Online Waves with Your Pool Service

75% of customers will forward your services to their friends and family after a positive experience.

web.com

Make Positive Online Waves with Your Pool Service

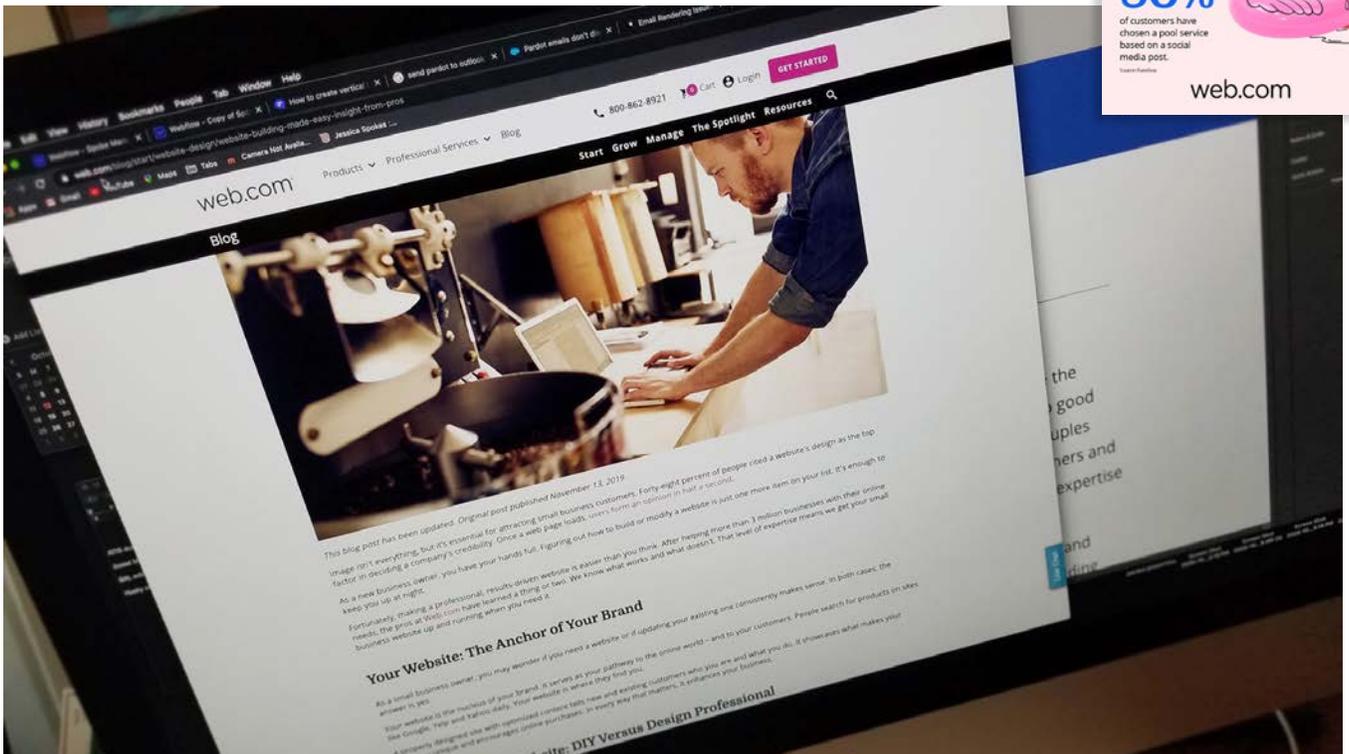
99% of customers expect pool services to have an easy to navigate website.

web.com

Make Positive Online Waves with Your Pool Service

80% of customers have chosen a pool service based on a social media post.

web.com





Leads > Likes: A Focus on SEO and Social Promotion

Spoke applies a search engine optimization (SEO) keyword strategy to all content that helps potential customers find Web.com through organic online searches and also suggested options for social media promotions. Effective SEO and promotional strategies are an important factor in ensuring the content is seen by the small business owners it is intended for and helps Web.com make the most of its content marketing budget. An SEO strategy combined with social promotion also helped Web.com to attract qualified leads (not just likes) and generate greater revenue.



Reaching New Customers

When looking for new customers, creating (SEO) keyword strategies helps to reach the over 90% of customers searching for businesses in online directories.

Over 80% of businesses believe
SEO strategies are the most valuable
form of content marketing.

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

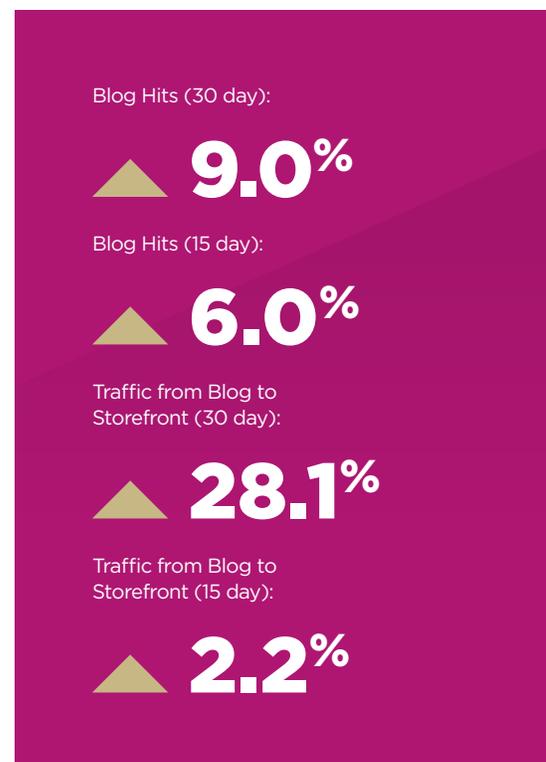


Spreading the Word Through Byline Articles

Byline articles provide an excellent platform for thought leadership and establishing credibility. To help further establish the Web.com team as experts, we crafted a variety of bylines that were placed in several small business publications. Timely and topical, these bylines were developed through collaboration with Web.com, careful research of story topics and publications, and writing compelling abstracts we could “pitch” to editors and other media gatekeepers. As a result, Web.com received valuable media exposure.

Metrics and Online Analytics Reveal a Success Story

Unlike some forms of promotion, content marketing is highly measurable. Web.com is excited over the results of their recent 10-month content campaign and is continuing with this program that has attracted more website visitors, increased the number of content page views and produced greater time on page, meaning more customers and prospects are reading the content and they are spending higher than industry average amounts of time engaging with it. With link rich articles that include references to Web.com offerings, the content also helps to lead more customers to the Web.com storefront – a key factor in sales conversions.





A content campaign is a powerful resource that, when paired with SEO strategies and social and email promotions, can produce trackable and measurable results. Relatively easy to implement and cost effective, a well-planned and executed content strategy can help you attract more websites visitors, increase customer engagement and enhance brand loyalty. Let Spoke show you how content marketing can have a positive impact on your brand.

Activate your customer buyer journey with content.

Call Dan Klein at (314) 623.1439 to schedule an appointment learn more about how our Content Activation programs can help you connect with more customers, lead generation and revenue.

SPOKEMARKETING.COM

Where you want to be™