

STRATEGIC APPROACH TO INCREASE BRAND AWARENESS AND VISIBILITY IN THE MEDIA



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THE CLIENT

RiverMeadow is a multi-cloud migration platform that provides fast, cost-effective and low-risk cloud migration services. It was founded in 2009 and it offers a wide range of solutions that can solve the challenge of migrating large, complex workloads cross hypervisors into and between cloud environments.

NNC started the collaboration with RiverMeadow in April 2018 and for 6 months, all the marketing efforts were focused on making the brand more visible in the media through content activities, social media, web development, SEO, Adwords, and PR activities.

CHALLENGES

- The client wanted to increase its brand awareness and improve indexation in the search engines
- They wanted to become more visible and position themselves as an expert in the industry
- They did not have enough leads and were struggling with reaching out to new prospects
- Another challenge was finding a HubSpot certified team to help with various activities

SOLUTIONS

After a thorough evaluation of their current marketing efforts and results, the NNC team suggested a carefully planned strategy, focused on increasing the brand's visibility in the media. As the client was a HubSpot user, many of the activities were managed through the HubSpot platform and using HubSpot templates and other resources. The main actions covered several tactics and channels:

- **Content activities** focused on increasing website traffic. This set of activities included several specific tasks:
 - Content auditing and content strategy creation;
 - Creation of SEO optimized materials, including but not limited to blog articles, press releases, and infographics;
 - Design of infographics and other visuals for the website and social media (content, structure, design, revisions)
 - Publishing the new content pieces and press releases on the website

- **Social Media** management activities - all the activities from this area were managed through the HubSpot platform to boost brand awareness and to track the performance efficiently.
- **Newsletter and lead generation emails** - the campaigns were created on Hubspot by using different features available on the client's plan (simple emails creation, complex workflows, custom reporting), and were focused on increasing the number of leads and included some on-demand activities like:
 - Newsletter with the latest marketing materials added on the website
 - Creation of outreach and follow up messages for different email campaigns
 - List Building
 - Creation of new workflows for the campaigns, management of the older workflows
- **Web development activities** on the HubSpot platform, including:
 - New landing pages for the email and Adwords campaigns
 - Newsletter template (custom HTML template, with the possibility to edit directly in Hubspot)
 - Homepage development
 - Sitemap creation
 - Solving redirects issues on the website
 - Other website fixes (footer, press releases section, different edits on the existing pages)
- **Other HubSpot-related activities** such as:
 - Contact list management (clean up, updating contacts, removing contacts, adding contacts, creating smart lists)
 - On-demand Hubspot consulting (reports, changes, filters, etc.)
- **SEO and Adwords** activities:
 - Keywords Analysis: monthly reporting with the keywords ranks in different regions, visibility report, Alexa ranking, and Global ranking,
 - A monthly website audit to identify the technical issues that need to be fixed
 - Traffic channels reporting

- On-page optimization (the average number of pages optimized each week was three)
- Off-page optimization (technical optimization)
- Adwords campaigns (two campaigns with multiple ad sets for two main pages existing on the website)
- Estimations and simulations for the next Adwords Campaigns
- **Webinar Plan** - the creation of an extensive webinar plan for the management team
- **PR Agency Management**
 - Press releases - when needed (create/ post/ promote)
 - Analysts pitch
 - Continuous communication with Agency 451 for PR Newswire distribution

RESULTS

After a collaboration for 6 months, NNC' s marketing activities generated for the client:

- **Significant growth for the website** - based on the content, SEO initiatives, social media activities, and AdWords campaigns. The growth rate started with a spectacular growth of 218% in the first month and continued with a rate of 108% in the next month, afterward keeping at a stable level.
- **Inbound leads** - interested customers visited the website and have been converted into new sales opportunities which led to various negotiations with prospects.
- **Increased brand awareness and visibility** in the industry.

Following our collaboration and training of their in-house HubSpot consultants, the client decided to internalize all their marketing activities. Additionally, the series of materials created by the NNC team and the SEO optimizations made on the website are still valuable assets that help RiverMeadow **further increase their awareness and visibility** in the market.

Testimonial

“Thank you very much for all your hard work, flexibility and support over the past few months. I very much appreciate it and have thoroughly enjoyed working with you.”

Emma Tompkins

Global Marketing Director at RiverMeadow