

ESTABLISHING A DIGITAL BASELINE

A GROWTH STORY



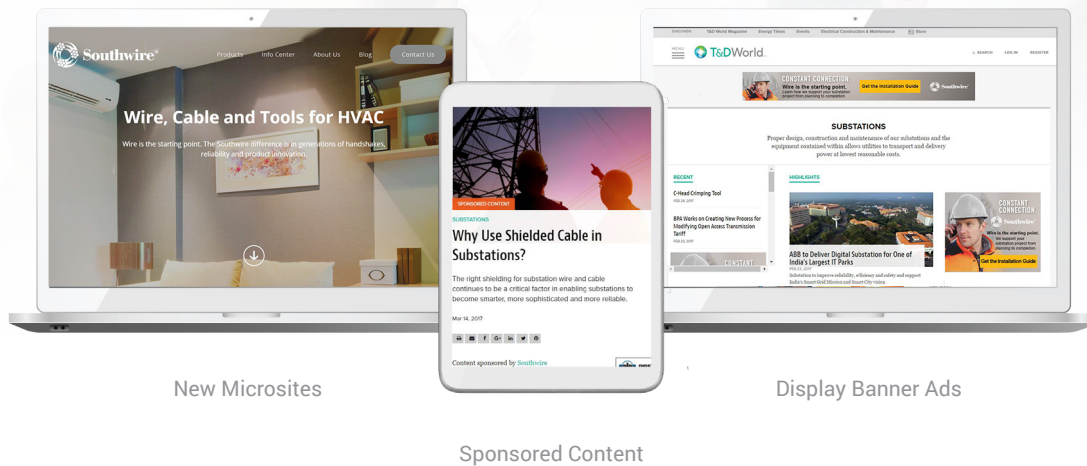
THE CHALLENGE

Southwire's Power Systems and Solutions (PSS) group — comprised of the Energy, Industrial, and OEM markets — saw an opportunity to gain a competitive advantage by “going digital” with their marketing investments. They also wanted a better method for measuring the ROI of their marketing efforts by using a data-driven approach to optimize their campaigns for optimal returns. But the team faced major hurdles from the start. For one, their main site was on lockdown. And two, each group is a unique business unit with different products, serving different markets.

THE COMPONENTS

- Marketing Strategy & Planning
- Microsite Design (Integrated with Marketing Automation Platform)
- Demand Generation Programs





OUR APPROACH

Marsden Marketing collaborated with the marketing managers for each business unit to develop tailored, integrated digital marketing programs. Market research and competitive analyses were conducted to understand each business unit's buyer personas and their digital footprint to identify the right content mix.

Messaging, creative, and tactical elements for each campaign were developed, combining aspects of both inbound marketing (developing microsites, SEO, and video) and outbound marketing (content syndication, sponsored webinars, and PPC) to fuel PSS's revenue goals.

Microsites for each group were created to circumvent the "lockdown" on the corporate website. SEO specific messaging, long-tail keyword strategies, search optimization, mobile responsiveness, and strategically placed calls-to-action were implemented in each design to yield optimal returns.

Simultaneously, the microsites were integrated with Southwire's marketing automation platform (Pardot), to better measure lead generation activities. Given the breadth of Southwire's pool of resources, content was creatively repurposed and positioned in the form of quizzes, infographics, webinars, and videos to create demand and engagement from new prospects.

Content syndication, sponsored media, paid search, email marketing, workflows, and digital ads were used to expand and amplify the reach of the campaigns to increase website visits, generate brand awareness, and encourage conversions on targeted landing pages for persona-based premium content.

THE RESULTS

Southwire's Power Systems and Solutions group was able to show senior management the effectiveness of a coordinated, digital marketing approach by exceeding their lead generation goals for each business vertical. By working with Marsden Marketing to take a data-driven approach, each of the verticals was better able to target and focus their marketing investments.

- **Generated over 3,000 net new leads across 22 campaigns during a 9-month period.**
- **45% average open rate (more than double the manufacturing industry standard of 21.74%) across all lead nurture workflows.**
- **Increased lead databases by 259% across all three business verticals.**
- **Referral traffic to the site from other properties increased from content syndication programs and key PPC campaigns.**
- **26.7% increase in organic website traffic from SEO improvements across all 3 microsites, with each site ranking on Google's first results page.**



Marsden Marketing has been an instrumental partner in helping us take our digital marketing efforts to the next level. Since having them as part of the team, we have seen an increase in total revenue for our targeted markets, and we are excited to continue collaborating with them on new marketing strategies.



Janice Saari | Marketing Manager of OEM Business Unit, Southwire Company, LLC

**To learn more about how Marsden Marketing
can put your marketing program on track,
give us a call at 678-369-0019.
Or, click here to send us a note.
We look forward to talking with you!**