



Southwire®

# SOUTHWIRE

## CASE STUDY

Establishing a Digital Baseline

### OVERVIEW

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.

*“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.”*

*- Marketing Manager of OEM  
Business Unit*

# APPROACH

- **Integrated Digital Marketing Programs:**  
Collaborated with the marketing managers and developed tailored programs for each business unit. Market research and competitive analyses were conducted to understand each unit's buyer personas and their digital footprint to identify the right content mix.
- **Messaging and Creative:**  
Tactical messaging and creative elements 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.
- **Microsites and Marketing Automation:**  
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.
- **Sponsored Content, Syndication, and Targeted Ads:**  
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.

# RESULTS



## Over 3,000 New Leads

Net new leads generated across 22 campaigns in 9 months



## 45% Open Rate

Average open rate across all lead nurtures



## 259% Increase in Lead Database

Increase in lead database across all three business verticals



## 26.7% Increase in Organic Traffic

Increase in organic website traffic from SEO improvements across all microsites



## 1<sup>st</sup> Page on Google Results

All three microsites were able to rank organically for competitive industry keywords

## CONCLUSION

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.