



BUILDING A BRAND THROUGH WEB 2.0 AND SOCIAL MEDIA MARKETING

CLIENT: REHABILITATION THERAPY STAFFING FIRM

For the past nine months, 451 Marketing conducted a strategic integrated marketing campaign, including Search Engine Optimization (SEO), branding and social media marketing, for one of the nation's leading rehabilitation therapy staffing firms. The firm specifically tasked 451 to design and implement a new website, optimize the website for search, rebrand the firm through design and messaging, and then generate new candidate leads through strategic social media account management and SEO maintenance.



451 Marketing began its relationship with the client following a merger with a large rehabilitation therapy staffing firm. The client determined that it needed a new website and to undergo a rebranding campaign. 451's creative team developed and launched a website re-design and a branded social media email blast to announce the launch.

As part of the Search Engine Optimization campaign, 451 increased the staffing firm's online visibility through a strategically elevated placement in search engines. 451 specifically developed a targeted keyword strategy, optimized the website copy and backend structure for these key terms, and developed and integrated strong calls to action, and lead capture channels on every page in order to track the increased number of leads. Finally, 451 initiated an inbound linkbuilding campaign, and distributed search-optimized press releases over the wire.

The integrated marketing campaign also included a multifaceted social media marketing approach designed to identify elusive candidates ideally suited for a role with one of the staffing firm's many clients. As part of this approach, 451 developed and managed a blog, a Facebook fan page, two Twitter accounts, and two LinkedIn groups. Each one of these social media platforms served a unique purpose and reached a diverse, yet targeted, audience.

SUMMARY

Through these efforts, 451 successfully helped the staffing firm rebrand itself after its merge—always a difficult, but critically important task. Twitter, LinkedIn, Facebook and the blog consistently rate amongst the top 20 referring sites for traffic to their website. Overall traffic to the site also increased significantly since the launch of the campaign. Through 451's SEO efforts, site traffic consistently increased every month and search engine keyword rankings continue to climb. Currently, 11 of the client's keywords are on the first and second pages of Google searches. These SEO initiatives, as well as the social media efforts, resulted in a significant increase in leads generated through online means. Prior to 451 Marketing's campaign, the firm gained an average of two to four leads from the website per month. In December 2009, the client captured 45 leads through the website's lead capture pages, an 1145% increase since the pages were implemented in June 2009.

HOW WE CAN HELP YOU

- Develop a comprehensive social media marketing strategy
- Instruct and train corporate groups
- Help setup digital initiatives
- Evaluate your ongoing efforts, provide recommendations

WHAT YOU CAN EXPECT

- Increased lead flow and retention to rate
- Improve ROI and efficiency
- More meaningful customer engagement
- Culture of business development
- Decreased operational costs
- Employee retention
- Stronger recruiting efforts

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