

11 Examples of Online Marketing Success

From Contests to Website Redesign Success Stories



Foreword by

David Meerman Scott



When I travel the world to deliver speeches and have opportunities to meet people, one consistent theme I encounter is that people love hearing examples of others' success. People don't want to hear the "expert opinion." They want to hear how other marketers or businesses have created something interesting on the Web that brands their organization as one that's worthy of doing business with.

In this eBook I have the honor to showcase some terrific examples of innovative people building successful marketing and PR programs on the Web.

You'll learn from people at Fortune 500 companies and at businesses with just a handful of employees. You'll hear from a musician and a museum. From an ecommerce company and several B2B outfits.

Foreword by

David Meerman Scott

As you read the stories of success, remember that you will learn from them even if they come from a very different market, industry or type of organization than your own. Nonprofits can learn from the experiences of corporations. Consultants will gain insight from the success of rock bands.

In fact, I'm absolutely convinced that you will learn more by emulating successful ideas from outside your industry than by copying what your nearest competitor is doing. Remember, the best thing about new marketing is that your competitors probably don't know about these techniques yet.

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How **Contests** Lead to Golden PR Opportunities

>> Museum of Science and Industry in Chicago



In the summer of 2010, the Museum of Science and Industry in Chicago launched a contest that required a web-savvy individual to live in the museum for 30 days and report observations to the outside world. The Museum offered the contest winner a prize of \$10,000, tech gadgets and an honorary lifetime membership to MSI.

Before the launch of the contest, the Museum generated some conversation on Twitter (using hashtag #MATM) and inspired bloggers and mainstream media channels to cover this unique experiment: [Boing Boing](#) wrote about the contest, and so did [MediaBistro](#), [PBS](#), [The Huffington Post](#), [Chicago Now](#) and other mainstream outlets and local blogs.

The winner of the contest was Kate McGroarty, a 24-year-old Chicago resident who lived, slept and explored the Museum for 30 days. Her first blog post, published on the Museum's site on October 20th, 2010, attracted 40 comments. Since then, Kate had been posting at least one [blog post](#) a day, sharing observations about the Museum's exhibits, tour guides, employees, special events and other activities and objects. Her posts kept generating comments as people started reminiscing about their childhood visits to the Museum and discussed favorite moments they shared at this fantasyland.

How **Contests** Lead to Golden PR Opportunities

>> Museum of Science and Industry in Chicago

McGroarty also video recorded her explorations of the Museum and uploaded the clips to her [YouTube channel](#), which now has 240 subscribers and tons of views and comments. She also shared [quick updates on Twitter](#) and had a dedicated Facebook page called [Kate's Month at the Museum](#). Full of fun pictures and “Likes,” this Facebook page lives on, even though the contest is now over: “Though Kate’s posts here are ending, we’ve been so bowled over by your interest in her experience that we’d like to continue bringing you that level of behind-the-scenes access to MSI.” This page invites people to visit [MSI’s official Facebook page](#) that is “liked” by 15,636 people.

The Museum’s accomplishments resulting from this experiment definitely exceed its original investment—the campaign generated positive buzz before, throughout and after the actual contest; it attracted the attention of mainstream media and bloggers; it excited Museum visitors and made them part of a more intimate community.

Marketing take away

Contests present a terrific way to create PR opportunities and to reach out to your target audience effectively. Many companies have the chance to launch contests and should leverage them to get noticed by both customers and the media.

Content Offers Resulting in High Conversions

>> Suitcase.com



[Suitcase.com](#), an eCommerce site for suitcases, backpacks and other luggage accessories, has been on the Web since 1995. John Ebb, the company's CEO, quickly realized that his business had to consider latest technology changes and shift his marketing efforts to the online realm.

"We try to stay ahead of the curve," John said in an interview with HubSpot. His company has been able to stay competitive online by coming up with new content ideas and utilizing the resources it already has access to. This has been a successful strategy for creating new content offers and improving lead conversions.

[PR 20/20](#), an inbound marketing agency and PR firm that Suitcase.com works with, advised John to take advantage of the available information sources and leverage them to produce remarkable content that would pique people's interest. In 2010, Suitcase.com launched a survey asking customers about baggage purchase influencers, travel habits and other luggage-related questions.

"People responded very quickly to us and told us what they are looking for," John said. The survey was administered through an email-newsletter invitation and enjoyed participation from 235 recipients. Having discovered that increased baggage fees and tighter security regulations impact consumer behavior, Suitcase.com developed a [Consumer Luggage Report](#) and blogged about it. "It was picked up by [Reader's Digest](#) right away," said John.

Content Offers Resulting in High Conversions



John placed the report on a separate web page, from which visitors could download the complete file. Needless to say, this page targets keyword phrases highly relevant for the luggage industry. Since its launch, it has enjoyed a +20% [conversion rate](#) (20% of the people who arrived at that page downloaded the report). Now John is planning on launching a new survey for 2011.

This type of inbound marketing helped Suitcase.com not only generate online buzz, create PR opportunities and attract new leads, but it also allowed the company to stay competitive online. John's business was able to use its industry expertise to distinguish itself from the cluster of ecommerce sites selling luggage. "We don't have any college graduates in here that have spent 4 years learning about SEO and SEM," he said. "What we have learned is basically by getting our head into it."



Marketing takeaway

There are numerous opportunities to create unique pieces of content by leveraging already existing resources. Even if your industry is super competitive and you don't have in-house online marketing experts, you still have options to develop content offers that result in high conversions.

Disclaimer: Suitcase.com is a HubSpot customer.

Launching Giveaways as Lead Generation Tools



[John Deere](#) is the world's leading manufacturer of farm equipment. In the fall of 2010, the company launched a giveaways campaign, in which the prize was one of its tractors customized by a famous automobile designer.

“In a departure from traditional equipment promotions, John Deere has launched its unique Big Buck customized 4020 tractor giveaway, as well as significant purchase incentives on utility tractors for customers for the end of 2009 and into 2010,” read the [press release](#) announcing the campaign. John Deere invited automobile designer [Chip Foose](#), the star of TV show *Overhaulin'*, to customize a classic John Deere 4020 Tractor. A series of brief videos followed the overhaul process.

[The first episode](#) reveals the moment when Chip first sets his eyes on the John Deere 4020 Tractor. This video, which now has more than 13,000 views, ends with a call-to-action—“Win a Classic 4020 Tractor customized by the legendary Chip Foose! Register to Win at Your Local Dealer.”

The giveaway lasted four months and resulted in thousands of people registering to win the unique tractor (and many more following the design process online). The tractor also participated in a national tour called the [Drive Green caravan](#) which allowed people to view the equipment in person.



Launching Giveaways as Lead Generation Tools



So what was John Deere trying to accomplish with this giveaway campaign? [According to Tara Litzenberger](#), a communications expert at John Deere, one of the company's goals was to reach out to people in a more unorthodox way. No doubt, this goal was met as the giveaway story was covered by Jalopnik, Autoblog, BangShift and Car and Driver.

John Deere invested in remaking the tractor and partnering with a popular automobile designer. As a return on its investment, the company received tons of media coverage, popularized its brand and created remarkable content that is going to stay online and keep delivering promising results. Conceptually, John Deere created a unique mix of traditionally agricultural equipment and pop culture. What is more, the company built a huge following and generated leads as thousands of people signed up for the giveaway.

A decorative horizontal bar with a central white space containing the text "Marketing takeaway". The bar is flanked by two solid orange rectangular blocks, each with a thin vertical orange line on its outer edge.

Marketing takeaway

Creative giveaways expose your company to many coverage opportunities and can become effective lead generation tools. Even if you aren't in the manufacturing industry, hold a brainstorming session to transform your product into a concept that excites people and grows your reach both online and offline.

Keyword Research for Identifying Industry Trends

>> SRS Crisafulli



Founded in 1966, [SRS Crisafulli](#) serves US and international markets with dredging and pumping tasks. The company's product line includes pumps, dredges, power units and other accessories. As Crisafulli provides its products to diverse market segments, from agricultural to industrial-municipal markets, it had to design an agile inbound marketing strategy to track its target industries and adjust its marketing focus accordingly.

In order to do that, Crisafulli's Elizabeth Kaiser focused on conducting some comprehensive keyword research. She started paying much more attention to the phrases that her target markets are typing into search engines. "Just because we think a keyword is relevant to our company, it does not mean that is what the public is searching for," Kaiser said in an interview with HubSpot. So she began auditing her list of keywords and tweaking them.

By exploring highly searched keywords, she could determine what products are still in demand and how she could leverage these opportunities. But what Kaiser finds truly insightful is [tracking how a Google searcher becomes a site visitor and then turns into a lead](#). This path illustrates a need for further education on a specific topic and demonstrates potential purchase intent.

Keyword Research for Identifying Industry Trends

>> SRS Crisafulli

A good example of that technique, Kaiser pointed out, is the dairy industry. A large portion of the US dairy industry is in California so if she has a product to market to the dairy industry (e.g. a pump), she would check out her visitor history. Who is visiting the site from California? What products are they looking at? By answering these questions, Kaiser can identify consumer behavior and gain competitive advantage. “It works across the board around the world,” Kaiser said.

As a result of this calculated inbound marketing strategy, Crisafulli has increased organic traffic and saved from spending on paid search. By focusing on the right keywords, visitor history and page views, Kaiser has been able to deliver the right content pieces to her target industries. She has also succeeded in generating better quality leads that are well educated and more sales-ready.

Marketing takeaway

Keyword research is an on-going process that should be followed closely. It gives valuable insights in terms of industry trends and product demand. Comprehensive keyword research can help a business grow its organic traffic and save from spending on PPC campaigns.

[Disclaimer: Crisafulli is a HubSpot customer](#)

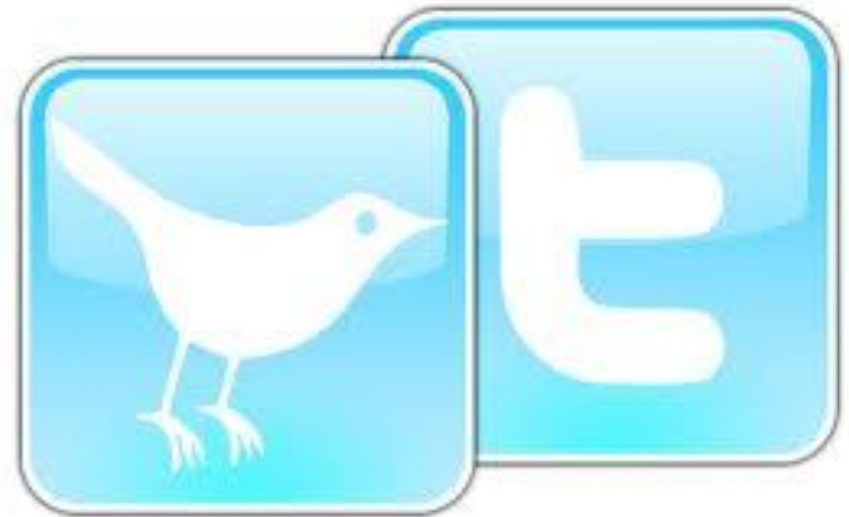
How to Make Money on **Twitter**

>> Amanda Palmer

By now you have probably already heard of [Amanda Palmer](#). She is the lead singer, pianist, and lyricist of the duo [The Dresden Dolls](#). With over 457,000 Twitter followers, Amanda has become somewhat of a social media celebrity. Her usage of Twitter is impressive and can teach you a few lessons about how real-time social networking can lead to real profits.

Even prior to Twitter, Amanda was actively conversing with her fan base online and inviting them to gigs. “I certainly had the capacity to do this through my blog and my mailing list,” she said in an [interview with David Meerman Scott](#). Yet Twitter, Amanda noted, has a very different feel from other communication channels. “It is almost like you are standing in the room with them,” she said referring to her fans. As a social media platform, it is more immediate, intimate and simple.

But before you start using Twitter as a promotional tool, Amanda noted, take a step back and examine your product carefully. Make sure it provides the promised value because no amount of social networking can compensate for that. Once you are confident about the quality of your product, set the right expectations in regards to promotion. As Amanda advised, “Tweak your expectations from the get-go” and don’t expect miracles from social media.



How to Make Money on **Twitter**

>> Amanda Palmer

The way Amanda was able to make money on Twitter was a result of a very spontaneous idea. She was at home one Friday night, multitasking between checking her email and doing dishes, when she tweeted, “i hereby call THE LOSERS OF FRIDAY NIGHT ON THEIR COMPUTERS to ORDER.” Before she knew it, thousands of people joined the community of Friday Night Losers, using the hashtag #LOFNOTC for their discussion. “we collectively came up with a list of things that the government should do for us (free government-issued sweatpants, pizza and ponies, no tax on coffee), AND created a t-shirt,” Amanda later [explained in her blog](#).

As the idea for the T-Shirt came up, Amanda embraced it and did the design herself. Her “web guy” Sean put together a quick site to sell the T-Shirts for \$25 each. By the end of the night, they sold 200 shirts. On the next day, when Amanda wrote a blog post about the whole story, she made some more sales. In total, they made +\$11,000.

Amanda’s second win on Twitter was also born spontaneously. One night, she and her assistant launched a webcast auction, accepting bids for selected items from Amanda’s apartment. The webcast gave Amanda the right platform to share stories about the items and demonstrate their real value. In three hours, she made +\$6000.

Marketing takeaway

Amanda Palmer doesn’t use just the physical space to perform—she successfully uses Twitter as her stage by expressing her identity dynamically and allowing fans to be part of a series of fun collective experiences. She hosts spontaneous virtual events for people who want to feel part of a special music-loving community. The takeaway for marketers is that your company should create similar spaces and invite people, making them feel comfortable, welcome and unique.

Ranking High in Search Engines through **Blogging**

>> Agilent Technologies



Colin Warwick handles marketing for [Agilent Technologies' high speed digital design & simulation tools](#). Although his company represents a relatively small market, Colin noticed that Agilent wasn't ranking high enough in Google for a very desired keyword—"signal integrity." Colin set on fixing this through [blogging](#).

"Prior to starting my blog, the company products page was ranked number 44 on Google," Colin said in an [interview](#) with David Meerman Scott. He decided to fix this by starting an industry blog that targets the specific keyword. He made the blog domain consistent with his web page titles and with the content he was introducing in the posts. That helped search engines understand what his web pages are all about.

He also maintained the blog in accordance with guidelines provided by executives at Agilent: the blog couldn't have been maintained by the IT department (that is why it lives on a separate domain), the Agilent terms of service and privacy policy had to be clearly stated, and a copyright notice was also necessary. Working within this framework, Colin achieved great results.

Ranking High in Search Engines through Blogging

>> Agile Technologies

“While the competitors show their brochures, we have a valuable blog. It helps a great deal to have such valuable information, both for search engine results and in the selling process,” he said. Not only has this helped the company to rank high in search engines, but it has also strengthened the sales process. It lets Colin add quick posts, make changes and generate authentic conversations. “Having a blog allows me to be spontaneous. For example, I can put diagrams up very quickly and let people know valuable information. If we needed to put content on the corporate site, it would take 3 days. With the blog I can get into a conversation in just five minutes,” he shared.

Now Colin’s blog ranks on the first page of Google for the desired phrase “signal integrity.” Not only did Colin use blogging as a great SEO tool, but he was also able to leverage it for tons of PR opportunities and networking. “Trade magazine journalists read the blog and they include links to it in their blog rolls and I am making great web connections,” he said. “For example, I asked Paul Rako, an important journalist at EDN, to moderate a panel for me and he did because he knows me from the blog.”

Marketing takeaway

Blogging has become an indispensable element of every business site. If you want to rank high in search engines for specific industry terms, you will need to take on blogging and focus on long-tail keywords.

Real-Time Interaction for **Competitive** Advantage



[ADS Logistics](#) provides supply chain management solutions for trucking, warehousing and intermodal transportation. The company's site used to be stagnant, resembling the appearance of a brochure. "It was initially expected by ADS that the truck driving industry is not on the bleeding edge of technology, and as such they didn't have a great need to put any effort into their website," said SJ Petteruti, [an inbound marketing consultant](#) working with the company.

However, it turned out truckers were highly attached to the Web thanks to their mobile devices. "What we found was that because they spend so much time on the road, a surprisingly high number of them rely on mobile devices such as smart phones, and as such are surprisingly 'plugged' in to blogs, twitter account, and other internet marketing channels," said SJ.

As a result, ADS focused heavily on improving its online presence and started seeking a clear return on their blogging efforts. Blogging helped them carve out a niche and build thought leadership in their industry. After a few months of steady content creation, the company started generating traffic for important keywords and began ranking high in search engines for desired phrases.

Blogging also helped them create categories for specific audience segments. Because ADS offers products that might appeal to different customers, they create blog posts targeting particular personas. "With RSS feeds of our blog tags coordinated to the content on the static pages, we can make sure each visitor is seeing exactly what they want," SJ noted.



Real-Time Interaction for Competitive Advantage

>> ADS Logistics

The company also developed a unique approach to social media engagement and building a reach using these real-time communication platforms. “With ADS on Twitter we tried to dedicate the majority of our tweets about traffic updates on the roads our drivers routinely travel. Not a lot of companies are doing that, and we’ve had good results,” SJ said.

Using social media and blogging, ADS remains up-to-date with industry news and that helps the company gain a competitive advantage in the market. “With ADS, we are almost always the first to know about any industry happenings because we are constantly plugged into the conversation online. Our audience has come to expect us to be a reliable source of information for them, and we take that seriously. Once you gain this trust, you have a competitive edge that you can only lose if you abandon your internet marketing efforts,” SJ explained.

Marketing takeaway

If you think that you represent an industry that is seemingly removed from the Web, take a step back and reevaluate the situation. You might actually be able to take advantage of inbound marketing and real-time communications like no other company in your niche. Being the first to dominate this space gives you tremendous competitive advantage and makes it difficult for the rest to catch up.

Marketing on Multiple Channels

>> Putnam Investments

[Putnam Investments](#) is an international financial advisor that provides investment choices, asset allocation funds and monetary guidance. Mark McKenna, Putnam's Managing Director of Communications, works with social media catalyst Tippingpoint Labs to develop a comprehensive strategy to deliver a message and reach out to its target audience.

“At Putnam, we no longer think that our dot.com site is the center of the universe,” said Mark in an [interview](#) with David Meerman Scott. “We need to break down the walls and provide content in lots of different places. Long gone are the days when we just put out a press release or gave an exclusive to a reporter. Now journalists are looking for stories. So getting content onto blogs, Vimeo, Flickr, Twitter, and many other sites is the way we're going.”

Putnam created its blog [The Retirement Savings Challenge](#), which seeks to generate an authentic conversation about existing workplace savings plans in the States. Its goal, as described in the blog itself, is to “become a more reliable foundation for our nation's retirement system.” Putnam realized the importance of a blog presence for building thought leadership in the industry.



Marketing on Multiple Channels

>> Putnam Investments

The firm also leverages the power of social media. As Mark said, “It’s another media that we all have to learn. Some people were slow to the Internet and I see similar patterns with social media adoption where the power is underestimated.”

The idea behind such a comprehensive strategy is to transform a site from a mere destination to a series of experiences across the Web. By spreading content on multiple platforms and using them in unique ways, Mark is exposing the company to a lot more PR opportunities. “If we get lucky it makes it onto the CNN Money, Forbes.com or the WSJ.com, and more,” he noted. “That’s much better than advertising.”

It is much better than advertising not only because it is more affordable for the firm. It also builds valuable assets that keep bringing qualified traffic and keep engaging people in desired ways. It is a long-term solution to both building a brand and generating leads.

Marketing takeaway

Even if you are in an industry traditionally limited by various regulations, you can still develop an effective strategy to inbound marketing. You can maintain a blog about industry news and events; you can still post updates on social media profiles; you can still save from advertising and engage in long-term relationships. Marketing on multiple channels adds power to your overall presence on the Web and thought leadership online.

Increasing Online **Visibility** with Video



[Nuesoft Technologies](#) is mid-sized SaaS provider of medical billing solutions and electronic medical records (EMR). In October, they released a [parody video](#) of Lady Gaga's song Pokerface, featuring the company's IT department.

Nuesoft's goal with this video was to increase their visibility within the health information technology industry. "We knew going in that this video was not going to secure a lot of sales leads. It was more about getting noticed by the thought leaders in our industry," said Jennifer McDuffee, Nuesoft's director of marketing and communications.

And they definitely accomplished this goal. "We've been really pleased with results thus far," said McDuffee. Three of the most important industry blogs, HITConsultant, HISTalk and emrandehr.com, wrote about Nuesoft's new video. One of the columnists on HISTalk.com even [referred to Nuesoft](#) as the "EMR vendor team that seems to have the most creative fun."



Increasing Online **Visibility** with Video



Nuesoft Technologies

Not only did Nuesoft's video receive coverage in key industry blogs, but it also enjoyed tons of sharing on Facebook, more than 5,000 views on YouTube and lots of positive comments on both channels.

This type of content makes Nuesoft stand out. As McDuffee mentioned, out of roughly 400 competitors, a very small number are using video or incorporating it in their social media efforts. Most companies in the industry haven't gone beyond the traditional use of video for testimonials or product demos.

With this "remix" of pop culture and medical billing terminology, Nuesoft was able to attract the attention of industry thought leaders and pique the interest of its target audience. Without tons of experience in video production (prior to "Interface," they had produced only a couple of mini "commercials"), Nuesoft used its marketing creativity to the fullest.



Marketing take away

The importance of video in online marketing is only going to increase and you should take advantage of this trend. Purchase a FlipCam and brainstorm ideas for creating videos that are fun and engaging or simply helpful for your audience. Be ready to stand out.

Disclaimer: Nuesoft is a HubSpot customer

Website Redesign Success Story

>> Beating Gout



Marketers and business owners often wonder when a website redesign is necessary and what benefits (or harms) this process can bring them. While website redesigns are beneficial when executed in alignment with inbound marketing best practices, they can be catastrophic if executed for purely aesthetics reasons. If you don't believe me, ask Victor Konshin, the author of the number one book on gout, [*Beating Gout: A Sufferer's Guide to Living Pain Free*](#).

Victor's site used to be a big online brochure—pretty to look at but missing important opportunities to rank high in search engine results or to engage with visitors. His original site was very product-centric and used merely as a tool to promote his book. Why is that problematic? It couldn't be easily found online and it failed to spark people's interest in his content.

"I had been disappointed with the lack of attention that my site was getting both from customers and the media," Victor said in an [interview](#) with David Meerman Scott. That is why the author decided to transform his site completely by starting from scratch and focusing on his audience, not his product.

[BeatingGout.com](#), his new site, now provides SEO-friendly information and tackles frequently asked questions about gout and latest news in the food and drug industry. His posts are attracting attention and comments.

Website Redesign Success Story



Beating Gout

Last year, after the switch to the new site, Victor’s traffic more than doubled. What is more, his bounce rate also significantly decreased. That means he is not only successfully attracting visitors, but also keeping them interested in his content. Ultimately, his product—the book *Beating Gout: A Sufferer’s Guide to Living Pain Free*—was positively affected. His Amazon ranking keeps going up!

“But more importantly, my site has been coming up in much higher position in search results,” Victor said. In the past, when searching for the phrase “gout myths,” his site used to come up on the third or fourth page of search engines. Now, his site is leading the results on the very first page of Google.

Victor realized the importance of sharing valuable information, showing his thought leadership and helping people in search of industry-related news. As he himself put it, “In the past I was afraid to ‘give away’ content, now I realize customers reward you for it.”



Marketing takeaway

Don’t treat your website as a brochure, but as a living and breathing creature that needs to interact with people, respond to their queries, and feature interesting industry-specific information. Don’t hesitate to give away information to pique the interest of your target audience.

Nurturing a Community of Brand Evangelists



Mazda Australia

If you visit the site of [Mazda Australia](#), the home page will display more than car images. It will highlight a community section that features photos, videos forums, blogs and reviews. That is how the company is nurturing an army of customer evangelists and inviting them to build long-lasting relationships with the brand.

Mazda Australia encourages people to share their favorite Mazda images and videos with the community and get featured on the website, [YouTube](#) and [Facebook](#) channels. The site also has public ambassadors, a selected number of common people who share a passion for Mazdas among other things. In this way, the company celebrates its supporters, showcases them on the Mazda Facebook page or YouTube channel, and reveals some of the faces behind its community.

Mazda Australia's community section also includes car owner reviews, groups of enthusiastic Mazda owners, featured events and competitions and more. The goal is, of course, to engage the community in authentic conversations, build meaningful relationships and strengthen customer evangelism.



Marketing takeaway

Mazda Australia has developed an innovative approach to marketing. The way you go about cultivating relationships is by highlighting the faces behind your community and building a platform for conversation with them.

How You Can Become the Next Success Story



Follow the Inbound Marketing Methodology

This selection of 11 case studies from different industries and with different approaches to marketing illustrates some key methodologies of inbound marketing. To make it easy for both business owners and marketing professionals to take advantage of these lessons, we have put together a quick action list below for next steps.

- ∞ Redesign Your Site If It Looks Like a Brochure
- ∞ Conduct Comprehensive Keyword Research & Evaluate Long-Tail Terms
- ∞ Turn Your Site into a Content Creation Machine
- ∞ Use Existing Resources to Develop Remarkable Content Offers
- ∞ Focus Your Blog Posts around Specific Keyword Phrases
- ∞ Join Multiple Online Channels Where You Can Build a Strong Presence
- ∞ Brainstorm Ideas for Creative Marketing Such as Contest & Giveaways
- ∞ Take Advantage of Real-Time Communications for PR
- ∞ Experiment with Video Production
- ∞ Turn Your Customers into Brand Evangelists

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