ONLINE
COMMUNITY BUILDING
CONTENT CENTERPIECE™
case study

RESEARCH  CREATIVE  PROMOTION  CONVERSION
EXECUTIVE SUMMARY ……………

Over 20,000 community members and a 96% increase in sales generated through One Content Centerpiece™ Campaign

The digitalrelevance™ Content Centerpiece™ Campaign is an inbound marketing practice that builds online communities, produces high quality leads, drives referral and search engine traffic and builds digital relevance for enterprise organizations. This case study describes the success that can be achieved by leveraging our 4-step content centerpiece approach: Research, Creative, Promotion and Conversion.

HCC Medical Insurance Services is a niche travel medical insurance company that specializes in covering individuals for extreme activities or destinations. Members of the target audience for this type of coverage are known as adventure travelers.

RESULTS ……………

Community Members & Online Sales

- HOLY COW! CONTENT™:
  - ADVENTURE TRAVEL INFOGRAPHIC
  - COMMUNITY MEMBERS:
    - 20,000+

- COMMUNITY:
  - ADVENTURE TRAVEL FACEBOOK GROUP
RESEARCH

*Develop a Winning Plan to Leverage Holy Cow! Content™*

Phase I: Online Target Audience Discovery

Discovering a great inbound marketing idea starts with thinking about how your organization can provide value to your target audience. We start the research process by identifying the personas that define your target audience in order to drive the most value for the campaign. Many organizations already have existing documentation that defines target personas, and this information can expedite the discovery of target persona networks online.
Existing target market demographic information was obtained from HCC Medical Insurance Services. This information was then further analyzed using software that applies demographical data to properties on the Internet. This analysis determined the final target audience analysis that combined the demographical data with information such as:

- Online communities where these target audience members “hang out” online
- Online publications that these target audience members frequently read online
- Social media conversation topics frequently discussed by these target audience members
- Top online target audience influencers

Phase II: Holy Cow! Content Ideation

**WHAT EXACTLY IS Holy Cow! Content™?**

PUT SIMPLY, IT MUST:

- Solve a problem
- Educate / inform, or
- Entertain the target audience

Content that fails to meet one or more of these characteristics isn’t Holy Cow! Content™

To determine the specific piece of Holy Cow! Content™ we would use for our campaign, we continued the research process by interviewing members of our target persona group. We understood that lead generation was a common challenge among enterprise marketing leaders, so we asked the following questions:

- What are your most valuable online resources related to gathering adventure travel information?
- What challenges do you commonly face as an adventure traveler?

After a few short meetings, we discovered many ideas and trends. There were two ideas that stood out from the rest. The first idea was to create a map of the best, most interesting and most unknown adventure travel locations all over the world. The second idea was a packing guide of must-have items for any adventure traveler. The final decision was to create an interactive infographic that would incorporate both ideas.
CREATIVE

Preparing the Holy Cow! and her Minions

Phase I: Developing the Content Centerpiece

Creation of the interactive infographic started with identifying a few Adventure Travel thought leaders within the online community to participate in the development process. This would ensure that our content centerpiece spoke the language and contained the flavor of the leaders within the adventure travel online community. This would also promote sharing by these thought leaders since they were an integral part of the development process and would view this content centerpiece as their own. The development team included a representative from the HCC Medical Insurance Services marketing staff, a graphic designer and developer, adventure travel thought leaders, and the digitalrelevance Social Media Director.
Phase II: Developing the Online Community
User engagement is paramount when planning how and where to build an online community. HCC Medical Insurance Services was a niche brand with a small following, so we decided to take advantage of the built-in community of a large social media platform. After consulting the adventure travel thought leaders, it was determined that a Facebook community page would drive the most engagement among our target audience members.

A Facebook Group page was created as a home for the Adventure Travel Community. The page was developed over a three week period prior to the release of the graphic. Some of the content included in the graphic was first featured on the Facebook page as a teaser. This increased the popularity/reputation of the component pieces to be used within the graphic as well as driving demand for the upcoming piece. Curation of other good content was essential when populating the Facebook page, showing the real intent of community building rather than unidirectional marketing. This community was created with the vision of providing a place to talk to like-minded people.

Phase III: Developing the Teaser Articles
Holy Cow! content also needed to be boiled down into a “teaser” article that featured several highlights from the content. Historically, we’ve observed a strong correlation between how many highlights we share from campaign collateral and the overall success of the campaign. People who read the teaser article don’t want a sales pitch; readers want to understand the value behind the collateral. Stronger, more targeted information in the teaser article typically drive more downloads.
PROMOTION ...............  

**Drive Traffic to the Content**

Using data from Experian Hitwise, we translated target demographic information to target online personas. Modeling target online personas allowed the discovery of online communities frequented by our target groups. We were also able to discover influencers within these groups that would eventually take part in the development and promotion of the Adventure Travel Infographic.

Teaser content about the interactive infographic was featured in each influencer’s respective online community. Other thought leaders also linked to the infographic through social media updates and conversations.

Advertising through major industry, news and social sites was also part of the effort, including:
PROMOTION ............... 

Drive the Target Audience to Your Online Community

Creating and managing a niche online community is an extremely effective way to drive lead generation and sales. These communities provide an incredible opportunity to educate your target audience and keep your brand top-of-mind when these community members make buying decisions related to your products or services. Maintaining a niche community creates an evergreen resource that keeps on giving well into the future.

Content regarding insurance products and services for Adventure Travelers is regularly featured along with news resources and other information. This content maintains user engagement with the community and drives leads and sales on a regular basis. The relationships created with Adventure Travel thought leaders are also fostered through exclusive offerings of Adventure Travel resources.

“BUT MARKETERS ARE ALSO SEEING VALUE IN EARNED AND OWNED MEDIA - AND IN SOME CASES, USING PR CAMPAIGNS AS A REPLACEMENT OR SUPPLEMENT FOR TRADITIONAL ADVERTISING.” - AD AGE

Contact us for a free assessment to see what impact our Content Centerpiece™ Campaigns can have on your marketing.
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Please contact info@relevance.com if you have questions on digital relevance services. Contact research@relevance.com if you have questions about this study.

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