Professional Case Study

Quanton Website & Digital Optimisation

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What we achieved

Increased average monthly user sessions by 126%	**Accomplished average landing page conversion rate from page entry of 40%**	**Achieved conversion rate from user session to prospect of 2.9%**
Comparing the three-month average from June—August 2017 with February 2018	Above best practice target of 10% (Source—Hubspot Global Benchmark data)	Above industry run-rate of 1-2% (Source—Hubspot Global Benchmark data)

Background and challenge

Quanton's website was set up as an informational site to support the initial launch of the business. As Quanton began to gain traction in the market, the business focus changed towards growing a market leadership position and driving B2B customer acquisition in a complex sales cycle. The opportunity was to transform Quanton's online experience and digital platforms to create strategic assets that were aligned to business objectives.

Business: Quanton
Website: www.quanton.co.nz
Target Customer: Enterprise Business ($100m+ Revenue)
Service Offering: Robotic Process Automation
My Role: Marketing Manager
Case Study Period: May 17— Feb 18

What we did

Analysis

We started by obtaining analytics from multiple sources that allowed us to take baseline measurements, understand how the site was currently being used by visitors, determining who was using the site and identifying what content people in our market were looking for.

Planning

Driven by analytics we completed three key planning steps which included content planning, user experience (UX) planning and technical planning to determine how we would leverage and integrate multiple platforms, enabling a seamless customer journey and providing end-to-end analytics.

Implementation

We completed implementation of all changes and initiatives including the re-structuring of the website (WordPress platform), content implementation and system integration over a 2 month period.

Optimisation

With our new analytics capability we monitored performance month-on-month continually testing and tweaking to iron out bugs and optimise performance.

Graphic 1: Monthly Website Sessions
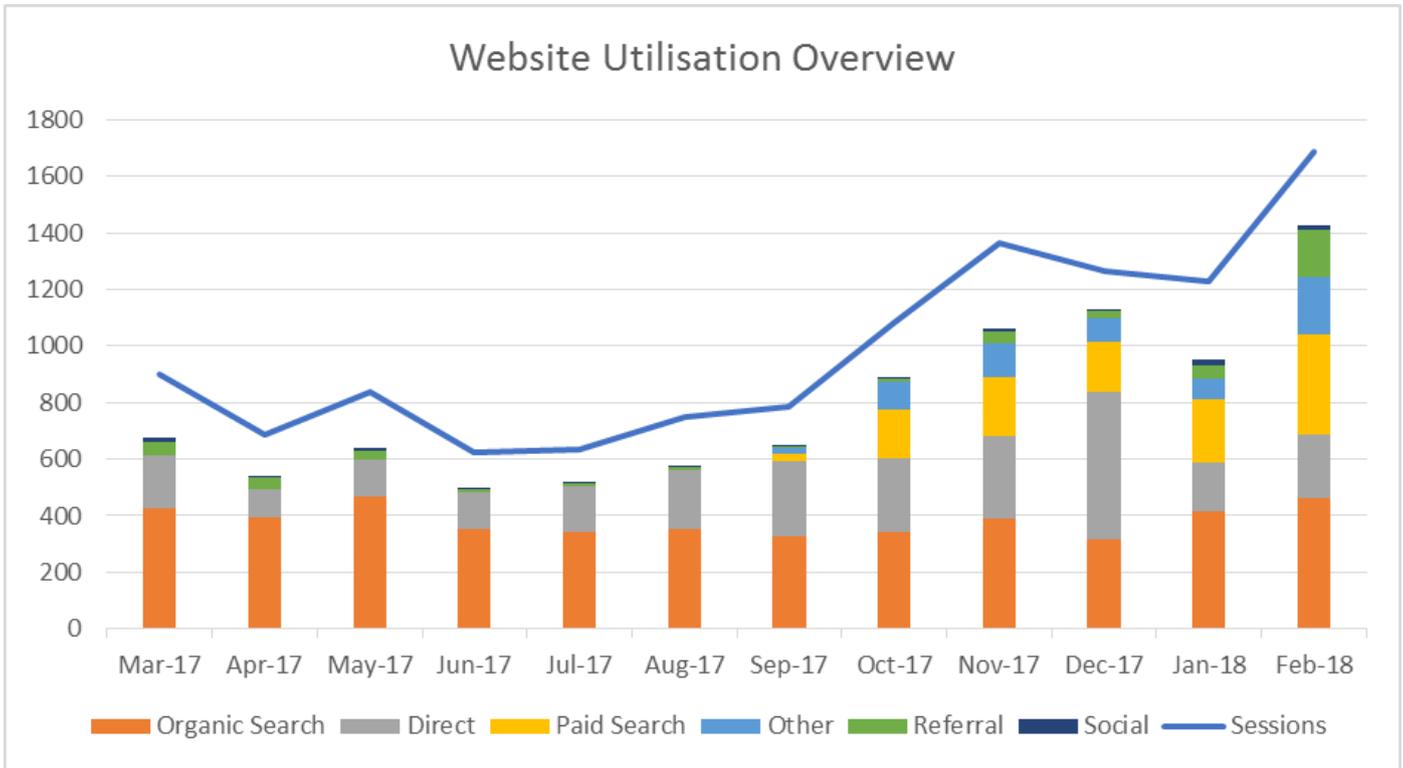
Graphic 1 shows monthly website sessions (blue line) on quanton.co.nz from March 2017 through February 2018 and users by source (stacked bar). Session increased 126% when comparing February 2018 to the three month average from June until August 2017. *(Source: Google Analytics quanton.co.nz)*

Graphic 2: Monthly Prospect Generation
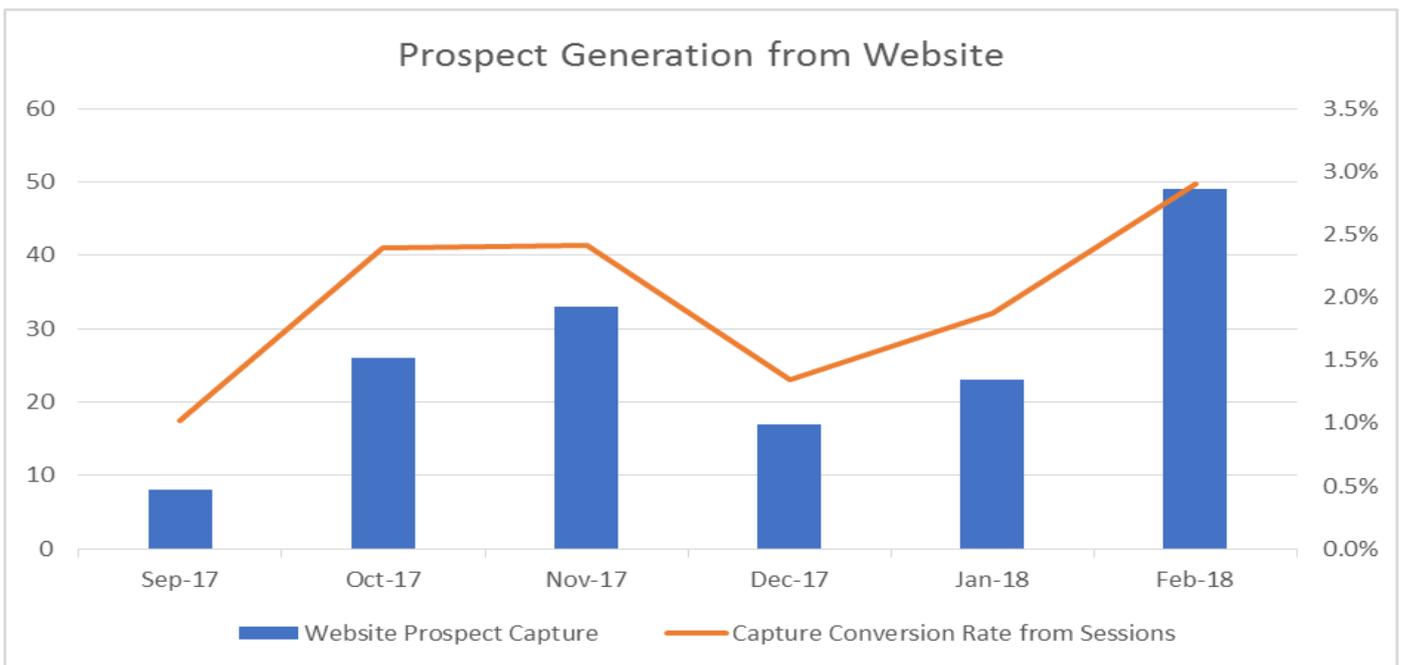
Graphic 2 shows the monthly volume of prospects (bar graph) converted by quanton.co.nz since September 2017 when the capability was established. The secondary axis shows the conversion rate from user sessions to prospect (line graph). Prospect conversion reached 2.9% in February 2018, above the industry run-rate of 1%.

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1. Website Analytics

Implemented Google Analytics to gain baseline metrics and an understanding of who was currently using the website and how they were using it.

2. Keyword Research

Completed keyword research to understand the terms and topics that customers were searching for and their importance based on volume.

3. Content Strategy

Developed a content strategy to address the information needs of customers including topic, medium and channel. Developed website information architecture to reflect strategy and developed initial consumable content including white papers.

4. User Experience Design

Re-design of the website user experience (UX) to support business objectives from wire frame stage.

5. Website Implementation

Implemented changes to the website (WordPress) to support information architecture i.e. create new site -map, completed minor front-end re-design within the constraints of the website template to reflect the desired UX design, developed and installed new website content including images and copy.

6. Search Engine Optimisation

Applied search engine methodology (SEO) to content and technically set the site up to support SEO including keyword density, meta descriptions, readability, URL and targeted snippets.

7. Hubspot Integration

Integrated Hubspot with WordPress to provide functional capability for prospect capture and integrated customer relationship management (CRM) capability. Set up sub domain to enable content hosting on the Wordpress platform and aligned the look and feel and site navigation to provide a seamless user experience.

8. Search Advertising

Implemented search advertising initially focussed on Google Adwords; driven by the content strategy and keyword research.

9. Analytics Capability

Enhanced analytics capability with the implementation of Google Search Console, a third analytics system and integration of all three systems (including Google Analytics & Hubspoty) to provide a single end-to-end analytics reporting capability.

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Over the next 12 months the business requires 3 Marketing Qualified leads entering the sales funnel monthly.

Using website traffic as a key performance measure, we plan to grow monthly website sessions a further 48% with a stretch target of 78%.

After six months of monitoring performance against our initial plan, we have completed a full review of performance. We are satisfied that the guiding principles we set and the core initiatives we implemented are effective and will be continuing with the overall strategy. Within this there are key areas where we have identified significant opportunities for improvement and are focussed on implementing these changes over a 30-day period before we begin to scale existing activity further and introducing new activity. With confidence that we have a proven plan we are taking three key steps to achieve business objectives over the next 12 months.

1. Scaling & Expanding Digital Advertising

We are increasing investment into digital advertising which will be used to scale our current search advertising activity and expand our advertising to include re-marketing display and sponsored content promotion.

2. Increasing Content Generation & Channel Distribution

Following early success, we have increase the level of content we plan to generate and extended the channels we are distributing content through with a focus on social media to drive traffic to content and site.

3. Introducing Lead Nurturing & Marketing Automation

To effectively manage the increase volume of prospect generation we have designed a lead nurturing strategy and are implementing marketing automation capability to increase the volume and quality of leads that are fed into the sale pipeline.