

CASE STUDY

# Springfield Area Chamber of Commerce

bigpxl.



# Why Inbound?

**Inbound Marketing and Paid Social Media strategies provided by BigPxl that have helped Springfield, MO increase awareness and attract new residents.**

Inbound marketing creates valuable experiences that have a positive impact on people and your business. How? By attracting the right prospects and customers to your website through relevant and helpful content. Once they arrive, we engage them using conversational tools and provide continued value by delivering information targeted specifically to their unique interests.

Unlike outbound marketing, where you constantly fight for potential customers' attention, inbound strategies actually attract qualified candidates to you. By creating content designed to address the problems and needs of your ideal prospects, you build the trust and credibility for your locale that will encourage your audience to relocate.

## THE GOAL

Attract, nurture, and persuade talented individuals from specific industries to consider relocating to Springfield, MO. Our target audience included professionals in the fields of Engineering, Manufacturing, Education, Healthcare, and Information Technology.



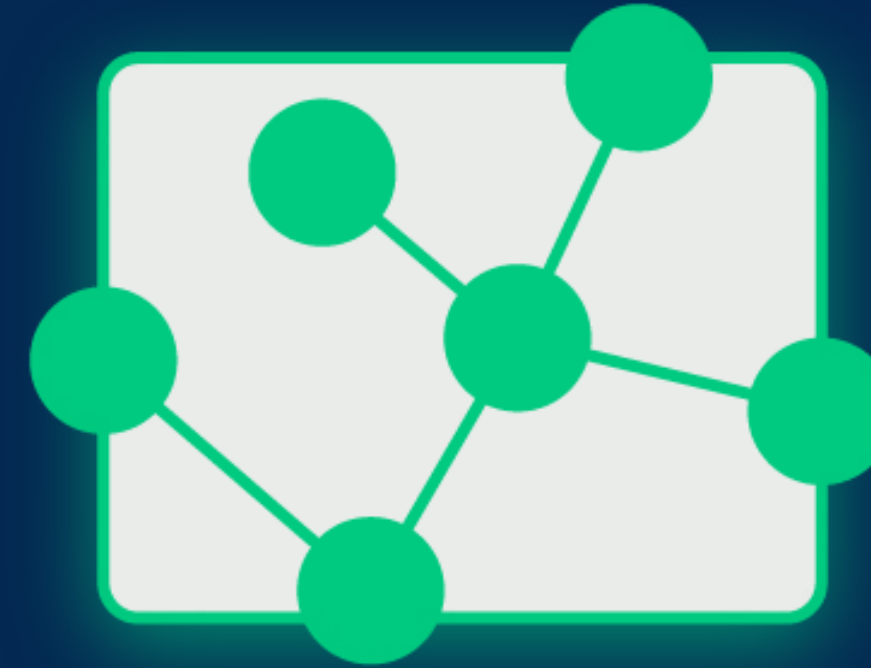


# The Inbound Process

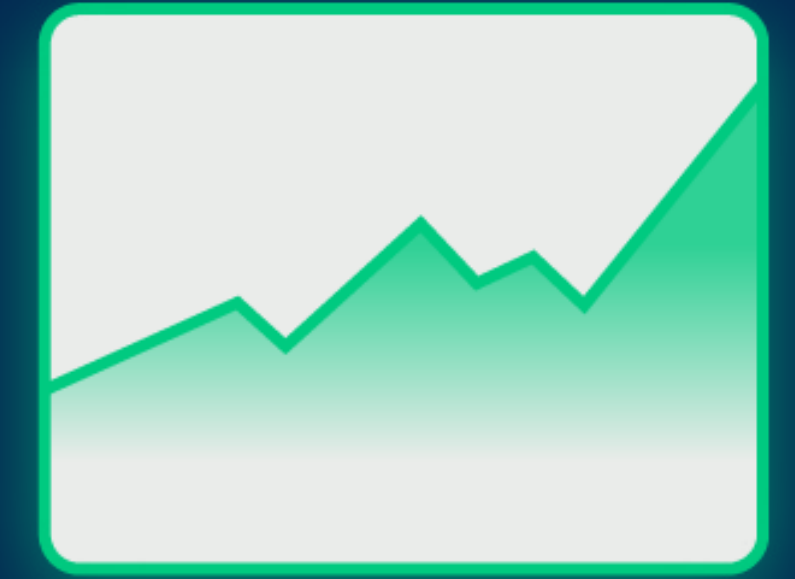
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**1** Define candidate personas



**2** Identify/Create conversion points



**3** Set specific and measurable goals



**4** Outline content calendar



**5** Create valuable content (blogs, video, infographics, e-books, etc)



**6** Design lead nurturing process

# User Personas

Semi-fictional representations of your ideal customer based on actual data and educated speculation about customer demographics, behavior patterns, preferences, and goals. We use these representations to help us segment contacts, identify fit, and personalize content to ensure that messaging for each contact is relevant and helpful.

These personas are reviewed and updated periodically to ensure that our content and messaging are appropriate and relevant for each contact. Ongoing updates are primarily data-driven using analytics, crm engagement metrics, and UX analysis to help us understand how each unique persona interacts with content.



**Manufacturer Mark**

MANUFACTURER



**Other Oliver**

UNSPECIFIED



**Engineer Eleanour**

ENGINEER



**Tech Guy Ted**

INFORMATION TECHNOLOGY



**Education Emma**

ACADEMIC



**Healthcare Haley**

HEALTHCARE PROFESSIONAL





# Why Paid Social?

Once our team had developed and implemented the Inbound and initial Paid Social foundation which included content, landing pages, 30+ automated and personalized emails, site CTAs, and more, we ran into a problem: the existing traffic to the site was too low to provide the results Springfield was looking for.

The new contacts coming in were highly motivated, qualified, and relevant to the campaign goals, but there simply weren't enough. During the first 2 months of taking the campaign live we were converting an average of .5 leads per day. Of those only 1 or 2 a month passed our requirements for "Highly Engaged" and ready to be contacted.

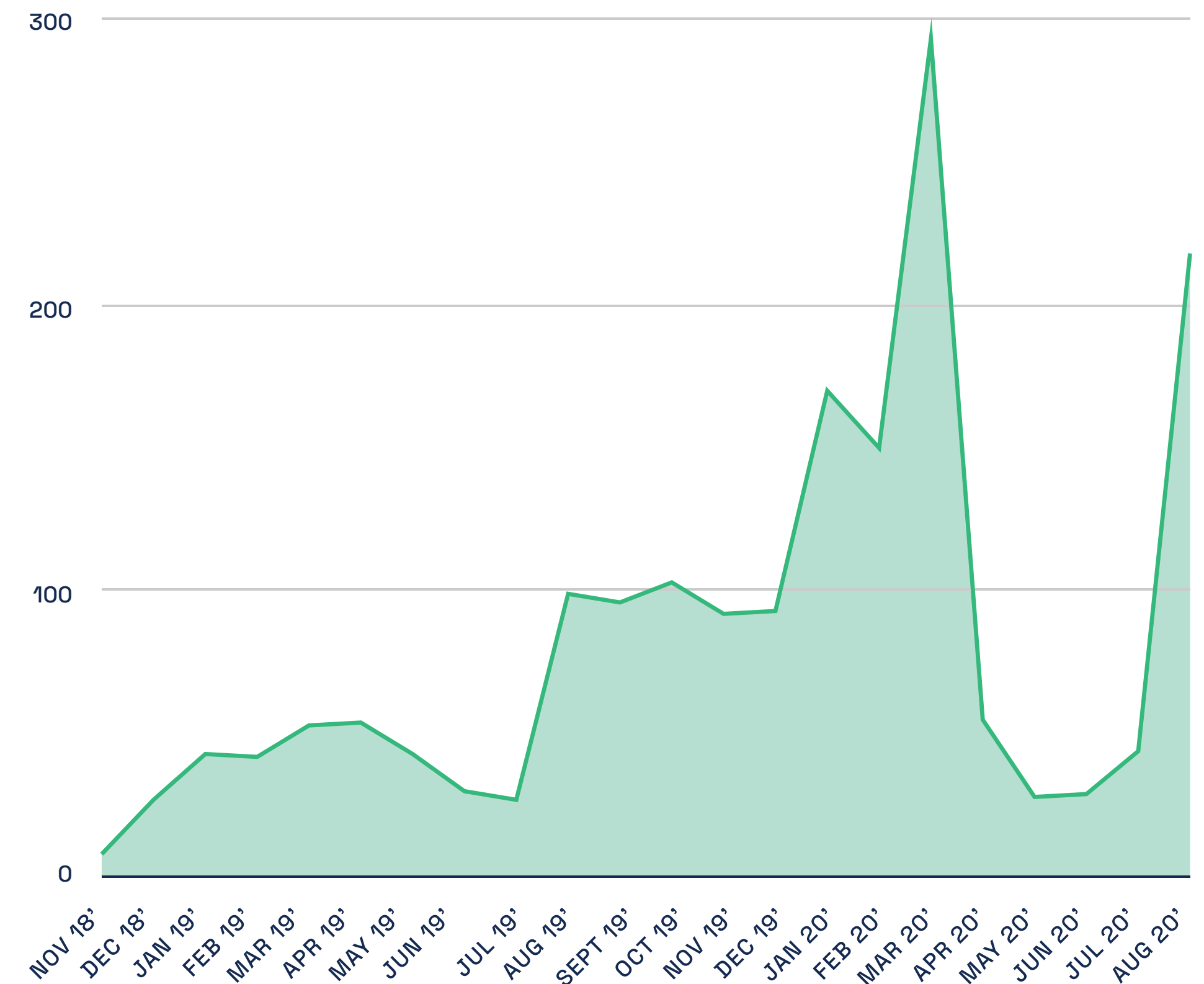
Restructuring our existing Paid Social campaign to a highly targeted, content marketing focused, Facebook campaign was the solution. By providing a "value-for-value proposition and re-targeting the right people at the right time in our paid ad campaigns (while continuously optimizing month over month" we were able to increase lead generation by over 1500%, now averaging between 200-300 interested contacts per month.

## PAID AD TARGETING EXAMPLES

- Demographic Targeting
- Geographic Targeting
- Interests: Job Titles
- Lookalike Audiences
- Median Income by ZIP Code

## Results

(Industry Segmented Contacts Created Month Over Month):

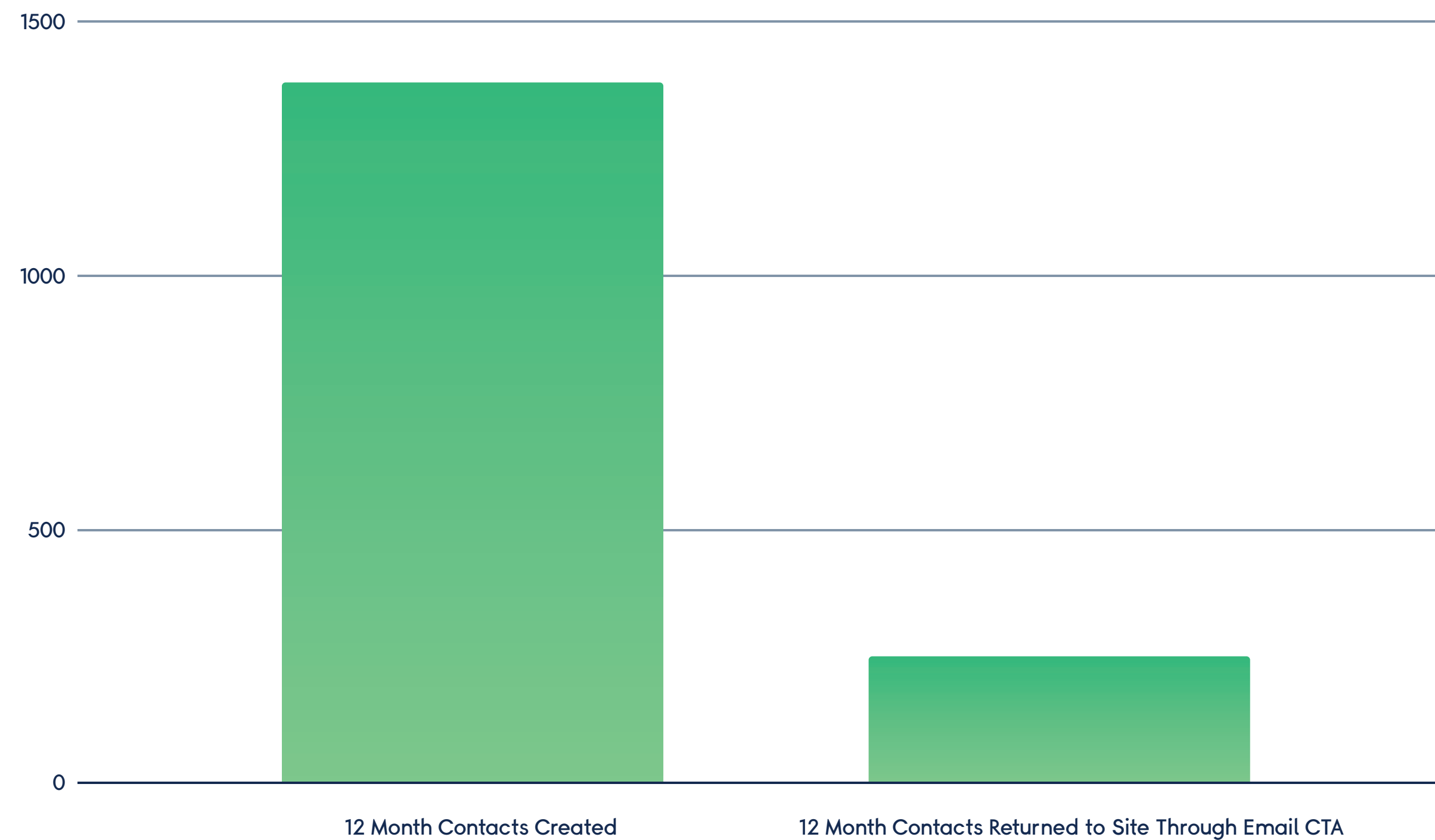




# Automation

Automation is a key component to any inbound campaign. Throughout the course of our engagement with Springfield Area Chamber of Commerce, we have automated a variety of tasks involving email, personalization, notifications, surveys, segmentation, and RSS subscription. Using Springfield Area Chamber of Commerce's initial personas as a guide, we have built a number of unique email workflows that are personalized based on users' initial form fill information.

## Return visits to site tracked through email calls to action

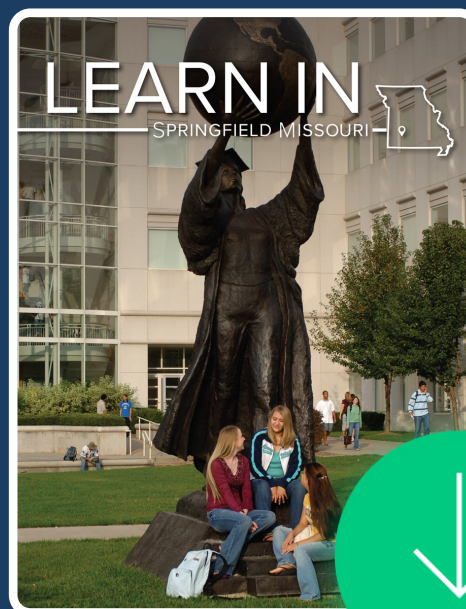




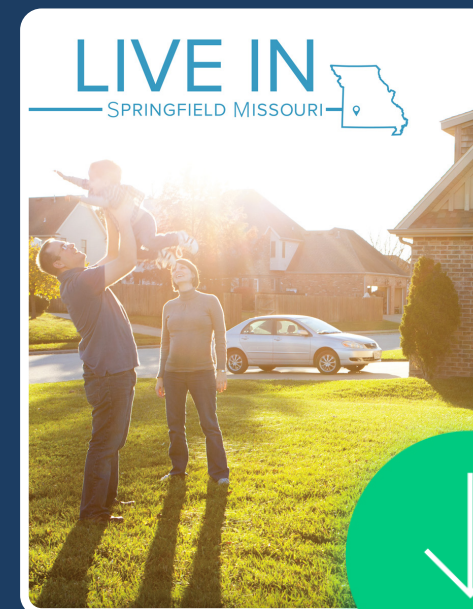
# Relocation Guide Dynamic Response Workflow

In addition to the personalized email automation, users were also segmented into reusable lists by interest for use in future campaigns and analytics.

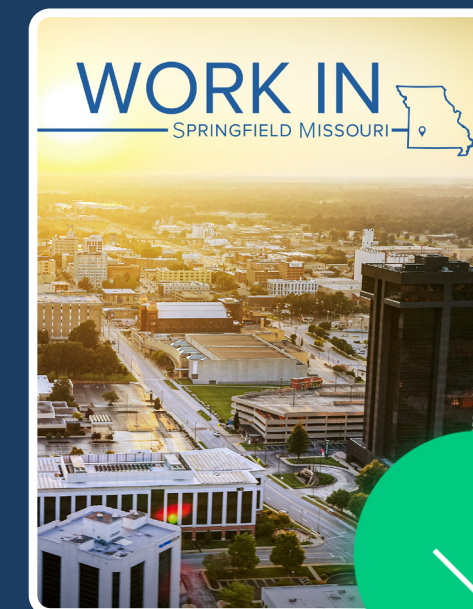
Learn in Springfield Guide



Live in Springfield Guide



Work in Springfield Guide



Play in Springfield Guide







# Emails with Personalized Content

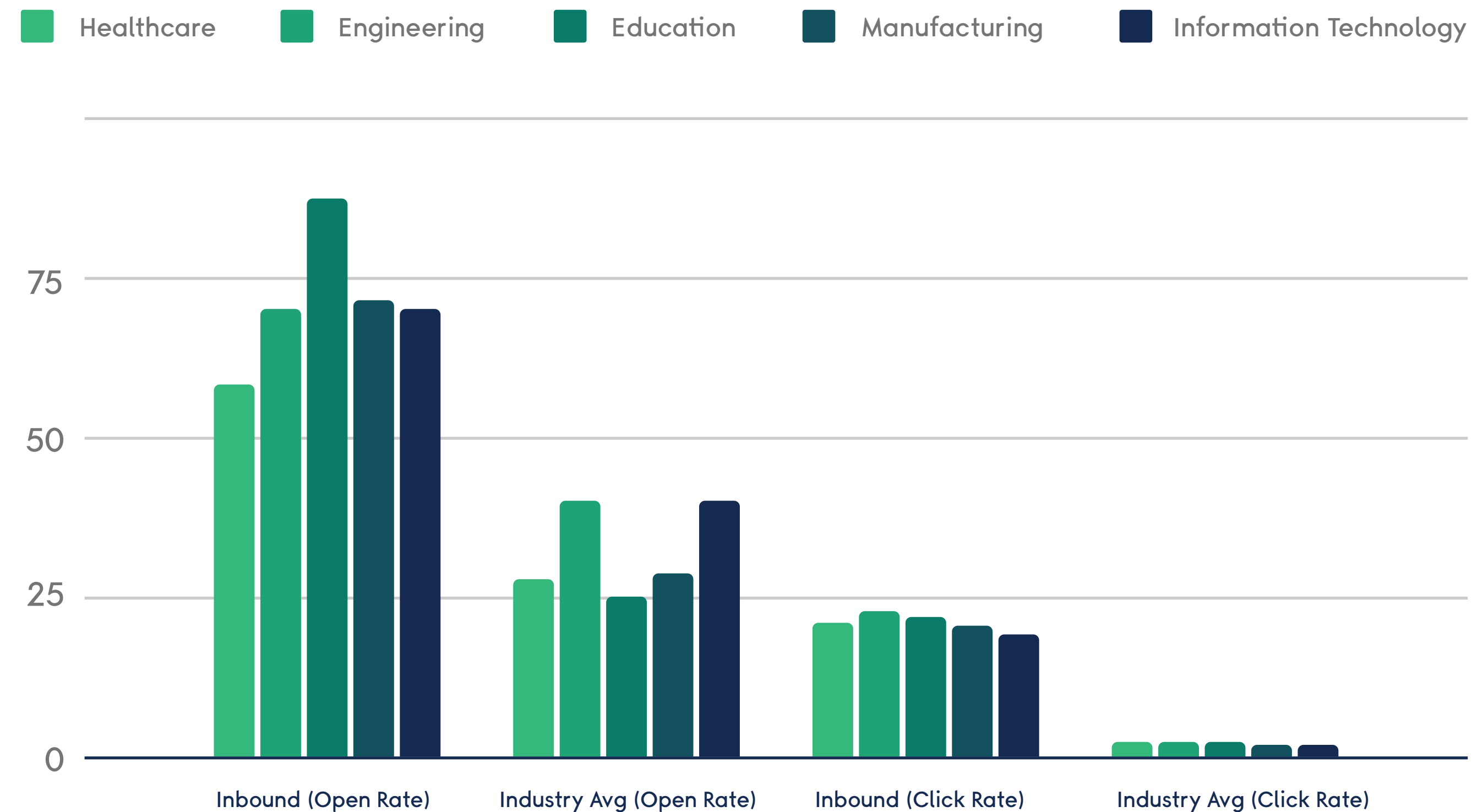
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- **Flagship Relocation Guide (w/interest capture) automated response**
  - *General Thank You Letter*
  - *General Thank You Follow-up (2 week Delay)*
  - *Healthcare Thank You Letter*
  - *Healthcare Follow-up (2 week Delay)*
  - *IT Thank You Letter*
  - *IT Follow-up (2 week Delay)*
  - *Engineering Thank You Letter*
  - *Engineering Follow-up (2 week Delay)*
  - *Manufacturing Thank You Letter*
  - *Manufacturing Follow-up (2 week Delay)*
  - *Education Thank You Letter*
  - *Education Follow-up (2 week Delay)*
- **5 part “Slow-Drip” subscription monthly nurture send**
- **Automated RSS Blog Feed**
- **3 Part Follow-up series for each of the Live, Work, Learn, Play Gated Content campaigns**
  - *5 unique final emails - 1 email is chosen from these 5 depending on contact interest.*
- **1 “Highly Engaged” survey CTA email**
- **32 Automated Emails Total**



# Email Engagement

\*Industry Averages are as Reported from Mailchimp



## Healthcare

- Inbound Open Rate: 58.3%
- Industry Average: 27.8%
- Inbound Click rate: 21.09%
- Industry Average: 2.25%

## Engineering

- Inbound Open Rate: 70%
- Industry Average: 40%
- Inbound Click Rate: 23.13%
- Industry Average: 2.55%

## Education

- Inbound Open Rate: 87.5%
- Industry Average: 25%
- Inbound Open Rate: 21.8%
- Industry Average: 2.48%

## Manufacturing

- Inbound Open Rate: 71.4%
- Industry Average: 28.6%
- Inbound Open Rate: 20.51%
- Industry Average: 2.18%

## Information Technology

- Inbound Open Rate: 70%
- Industry Average: 40%
- Inbound Open Rate: 19.39%
- Industry Average: 1.98%





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