



GoldSand Digital

# GoldSand Digital Case Study

Client: **accessplanit**



GoldSand Digital

# GoldSand Digital Solution

## Background

Lancaster-based accessplanit is a growing business in the training management software industry, and in June 2011 began working with training industry marketing specialists GoldSand Digital.

As an online software provider, accessplanit was well aware of the opportunities the internet holds in terms of reaching new business and effectively growing profile, however it wanted to work alongside a digital marketing company that it could trust would deliver.

Course Manager, a niche product for training companies and course providers, was the key product accessplanit wanted to promote and sell.

Bad experiences in the past with SEO companies that failed to deliver, made accessplanit understandably reticent in terms of digital marketing. However, after an extensive pitch process involving GoldSand Digital, the training software company was confident that GoldSand Digital would play an important role in delivering the following objectives:

- Grow profile in the training industry as well as among existing clients
- Create editorial to reflect creative and innovative company
- Develop a digital strategy using social media channels including Twitter, Facebook, YouTube and LinkedIn
- Attract web traffic from rich pools of potential business
- Boost new content on the accessplanit website
- Generate high quality leads

## The Challenge

For GoldSand Digital the key challenge was to identify and develop a digital strategy that not only grew the profile of accessplanit and generated leads, but grew that profile in the right places. Unlike retail, for example, training and general course provision is not an industry that has completely bought into the concept of technology when it comes to marketing courses, selling courses, saving money and cutting out administrative work. This was going to be a tough challenge for the marketing strategy.

GoldSand Digital had to ensure it utilised its editorial contacts effectively and helped to get accessplanit whitepaper reports, articles and blogs posted in the places that would offer the quickest and highest return in terms of traffic.

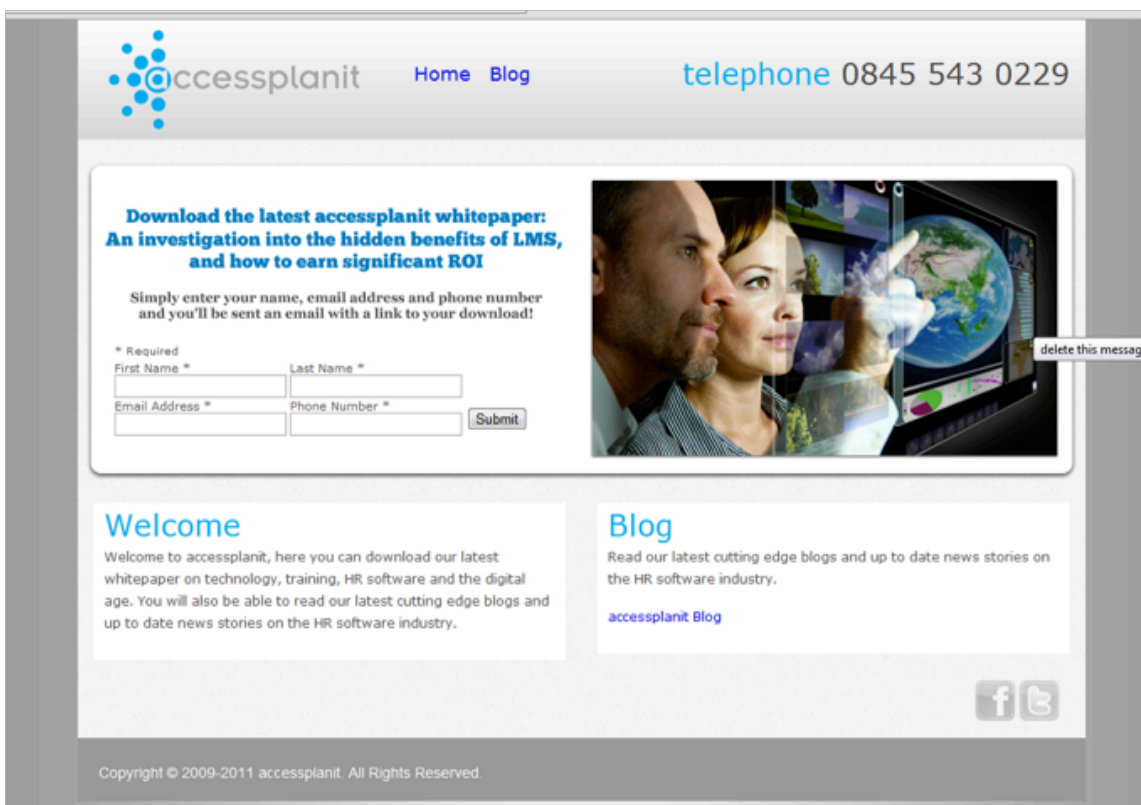
Generating quality leads was a key requirement for accessplanit, and this meant that the GoldSand Digital strategy had to reach out to potential business for accessplanit with material that illustrated the high standards of the company's Course Manager software.

## The Solution

A digital marketing strategy that enticed key market to a dedicated micro-site, where they could download intelligent and insightful reports on technology in the training industry, was the basis of the solution produced by GoldSand Digital. The process is part of iLead Revolution.

With a separate micro-site that GoldSand Digital could drive direct traffic to via email marketing, social media, article writing and blog writing. But, crucially, in a short space of time, the SEO team at GoldSand Digital could begin to drive organic traffic (which is free traffic from engine searches) by getting the website 'ranked' (on Page 1 of Google) for a specific key term.

Knowing that one of the fastest ways to get a website ranked is a keyword domain, TrainingManagementSystem.com was born. This was the micro-site where visitors could also download a series of whitepaper reports:



Creating unique blogs that drove traffic back to the micro-site was to be a key player in the marketing strategy, but it was crucial to get the content right.

It had to reflect an innovative, responsive and creative company, and they had to be placed or 'sold in' to the right websites so that key members of the training industry engaged with the content and then clicked through to the micro-site where they could download the whitepaper report in return for specific contact details.



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Training Zone was identified as one key website that could drive traffic back to the micro-site effectively, as this is one site where the training industry 'hangs out'. GoldSand Digital wrote a series of blogs and articles that were selected by the editorial team at Training Zone for the front page of the site, and even being sent out on a newsletter that reaches 50,000 training executives.

Where social media was concerned, GoldSand Digital ensured that every piece of editorial that was written, whether it was a news story about a new client or a blog relating the technology in sport issue to the training world, it would be supported on social media. Twitter and LinkedIn accounts were hooked up to each other to maximise coverage and speed up the process – LinkedIn was the key channel in this process as it is such an effective way to grow profile if the content posted out is intelligent and relevant.

Here is the contents of the digital marketing package that effectively met the targets and objectives above:

- Content creation – blogs, news stories and articles
- SEO – driving organic traffic back to one-page website
- Email marketing – growing profile among existing clients and entire database
- Video creation – utilising YouTube by creating accessplanit channel and posting videos promoting products and services
- Article distribution – using key sites like Changeboard and TrainingZone to reach the right audience and effectively grow profile in front of potential clients

## The Results

- Over 100 leads generated from whitepaper downloads
- 1,025 reads of blogs and articles on TrainingZone.co.uk with links back to the squeeze page and accessplanit website
- 641 visits to squeeze page from sources including blogs on Training Zone and articles distributed on social media channels such as LinkedIn and Twitter
- Period of accessplanit collaboration with GoldSand Digital showed accessplanit website visits climbed by 27% when compared to combined four months previous
- TrainingManagementSystem.co.uk to page 1 on Google for search term
- Blog and news strategy launched with more than 50 news and blog items created and posted online
- 721 reads on HRZone from blogs



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# About GoldSand Digital

Specialising in creating personal, engaging and effective digital marketing campaigns to grow profile and generate leads for the HR and automotive industry, GoldSand Digital harnesses the power of SEO, copywriting, social media and razor sharp design to create dominant and results-driven marketing strategies for its clients.

Armed with a deep understanding of the HR and Automotive industry and via the utilisation of constantly evolving digital tools, the GoldSand Digital experts reach your business objectives by combining cutting edge ideas with a passionate desire to be creatively different.

We work hard to integrate our team with yours. This means we create business relationships that go beyond supplier - client to partnerships where we constantly evolve our services to meet your changing business needs.

## **What our clients say:**

*"I have found that since GoldSand Digital has developed and delivered our strategy, we have been able to keep the energy alive and re-energise with existing clients, while striking up strong relationships and growing profile with others.*

*The team at GoldSand Digital is constantly coming up with new ideas in terms of content, design and approach... and it's working. We've won new clients from the campaigns that they have run, sold out our leadership development programmes and are finally making effective use of our database."*

### **Emma Littmoden, Partner at The Living Leader**

*"Working with a digital agency that not only specialise in our industry, but also took the time to understand our business and brand was truly refreshing.*

*The creativity that the team at GoldSand Digital brought to blog writing, SEO strategy, email marketing, social media management, whitepaper reports and article writing, stands them apart from other marketing businesses.*

*A very professional and reliable business to work with, and the results in terms of leads and web traffic show that their approach works."*

### **Dave Evans, commercial director at accessplanit**

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