

CASE STUDY on Digital Marketing



amcinstitute.org



RSN

- Nationwide alliance of select lighting, audio and video companies at the forefront of the live event Rental & Staging industry providing expert outcomes.



CMA

- More than 30 years in business
- Full-service Association Management Firm and Marketing Agency
- Located in Princeton Junction, NJ

Challenge

- The Rental & Staging Network (RSN), a North American network of premier live event staging companies, wanted a marketing strategy to generate business opportunities for members.

Actions Taken

Step 1 Design a new website to enhance member engagement

Step 2 Develop robust content program to position RSN as a knowledge center for the industry

Step 3 Promote through an integrated digital marketing strategy including blogs, media relations and social media

Step 4 Consistently deliver content geared toward solving meeting planners' problems across each stage of the buying cycle

Goals

- Be positioned as an industry thought leader
- Increase website traffic
- Gain leads for members

Insights/Learnings

During a 12-month period, prospects invested more than 100 hours consuming RSN content for an average of 2:26 minutes reading blogs, which more than doubled expectations. This level of attention on the blog pages demonstrates the relevancy and value of the content.

Results

- 2,361 views to member profiles generated 331 visits to members' websites
- 172% increase in referral traffic from media relations
- 62% increase in traffic from social media
- 58% increase in direct traffic to the website
- 35% increase in organic traffic to the website