



Client: IEDP

Case Study: Digital Campaign

IEDP are an authority on leadership development and executive education providers. Our task was to let the right people know it.

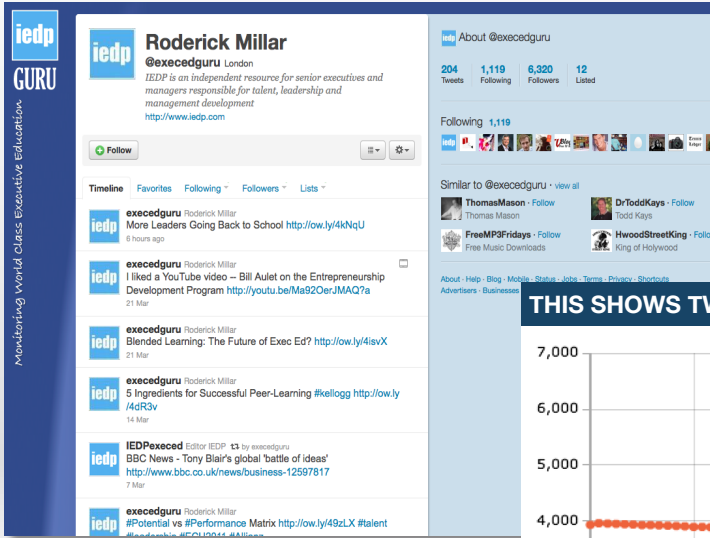
This project was focused on search engine optimisation and social media influence. We targeted high value keywords and grew the Twitter following through advertising.

OBJECTIVES

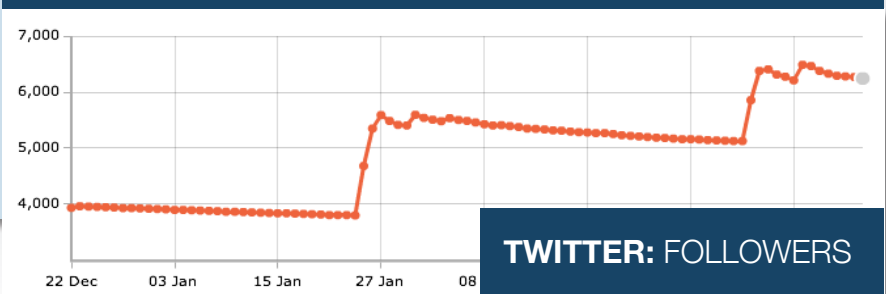
- To raise awareness of the IEDP consulting service.
- Increase views and engagements with the executive education providers advertising on the site.
- Increase the readership of the IEDP blogs.
- Increase visitors to the site.
- To help build a fan base on Twitter.
- To gain 1st page rankings for high value keywords.

KEYWORDS	WWW.IEDP.COM (Baseline Mar 14, 2011)	
	GOOGLE	
	Avg: 38	
leadership development providers Tag	1	+1 ▲
international management programs Tag	3	+4 ▲
executive education providers Tag	6	-2 ▼
Strategy programs Tag	8	+2 ▲
Executive development programs Tag		
harvard executive education Tag		

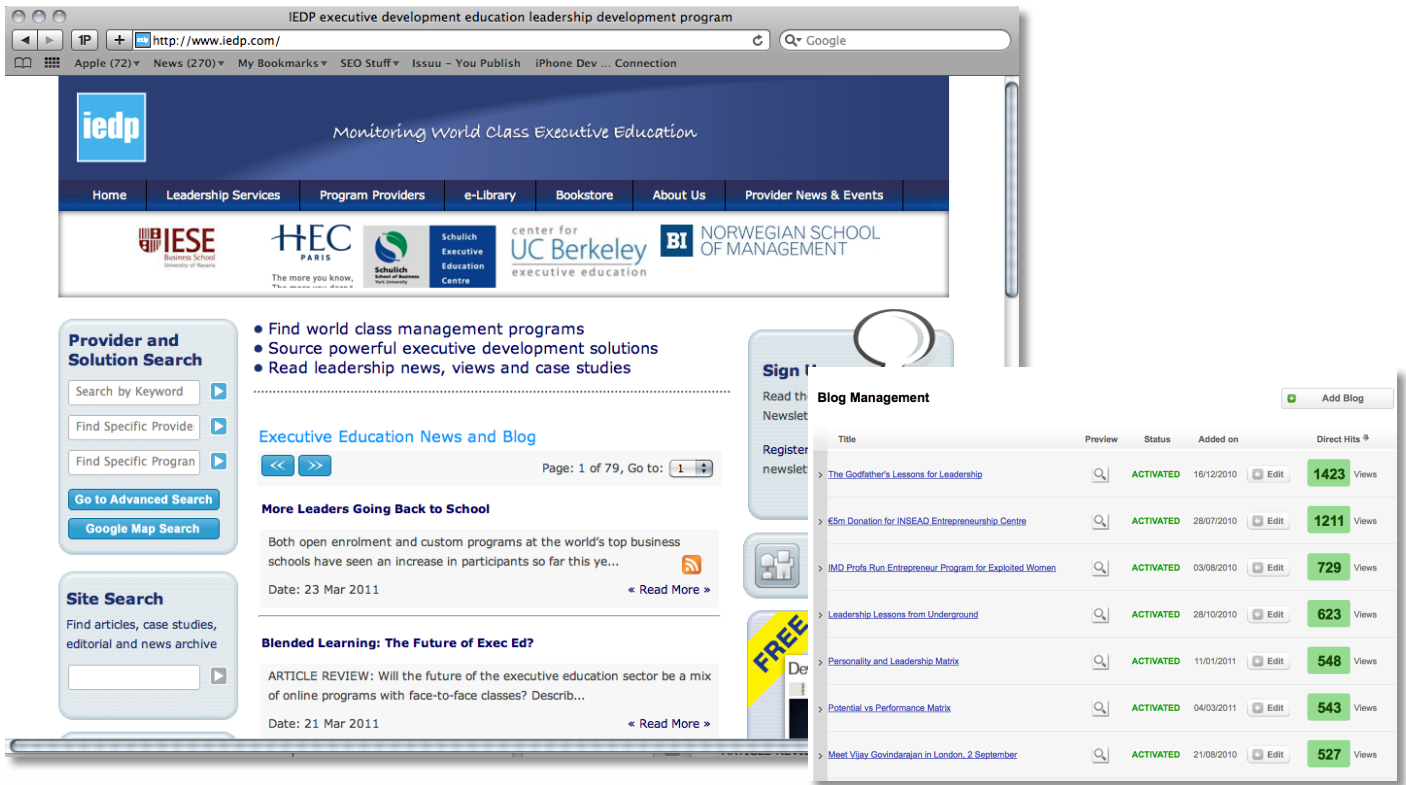
SERPS: RANKING



THIS SHOWS TWITTER FOLLOWER GROWTH OVER A 3 MONTH PERIOD



"Damon has a great knowledge of social networks and how to work with them to promote your business. He also has that rare ability to translate business concepts into working, nicely designed websites - and he is unflappable!" - Roderick Miller M.D.



SOLUTION

- We took a long term view on natural search and optimised the website for high value keywords.
- Short term we optimised the sites structure so long tail (3-5 word searches) would rank quickly.
- Using effective link building techniques we grew the sites ranking with Google.
- Using sophisticated listening software we identified top influencers and primary regions to spread interest in IEDP.
- We advertised the twitter channel to attract followers.

RESULT

- The site has seen an increase in visitors of 260% per month.
- The main Twitter profile has been built to over 6,000 followers. A user's decision to follow has been expedited manually, not via automation.
- We now have high 1st page rankings for high value keywords whilst long tail is responsible for over 1200 additional search results each month.
- The site now has record advertisers paying for listings.
- Blog posting are attracting high traffic from social media postings.
- All activities are generating additional traffic to the IEDP website which was built by Emotio on one of our Intenix CMS systems.

