Inbound Marketing Helps A ServiceNow Elite Partner In Becoming A Fastest-Growing U.S. Company

The Smarketers
Your Growth Catalyst

Client

A ServiceNow Elite Partner based in the Northern United States

Industry

Information Technology & Services

Objective

Improve branding, digital visibility and generate leads for their ServiceNow solutions

Solution

End-to-end inbound marketing with a strong focus on content. Event and webinar marketing.

Bottom line

A consistent and integrated approach to inbound marketing generated leads, opportunities and played a key role in the company being recognized as one of the Fastest Growing Private Companies in the U.S.A by Inc. magazine

The Client

The client is a U.S. based IT services company with an exclusive focus on helping companies in the effective implementation of ServiceNow solutions. It is a ServiceNow Elite Partner - a top partner recognition achieved by less than 5% of U.S. based ServiceNow partners.

Business Challenge and Objectives

The client wanted to increase their visibility in the digital media and engage target decision-makers and influencers with thought leadership content. However, their existing website and brand messaging delivered little success.

Since the website wasn't optimized for SEO best practices and appealing Call-To-Actions (CTAs), it wasn't ranking for important keywords and generating traffic or MQLs. Even though the client was generating a considerable amount of content, due to the lack of a data-driven inbound strategy, it wasn't reaching the target audience - a challenge most B2B businesses face today.

Given their good reputation in the ServiceNow ecosystem, the client also wanted to create a powerful brand messaging and identity that inspires and resonates with their buyers

Lack of compelling brand identity and messaging	The website was outdated and not optimized for SEO
Unable to generate traffic and MQLs due to the lack of powerful content and inbound strategy	Under usage of marketing automation

The Solution

The Smarketers team spent time with the client to understand the ServiceNow market, their current solutions, industry, and primary goals. After an extensive market and competitor analysis we suggested an integrated inbound marketing approach with a focus on lead generation and positioning the company as a thought leader in the ServiceNow ecosystem.

The program was orchestrated in multiple phases leveraging various digital channels and creating multiple touchpoints to engage buyers, improve digital visibility and generate leads.

A phased approach to campaign orchestration

Phase 01	Phase 02	Phase 03	Phase 04
Website & Branding	**Content Creation**	**Optimization & Promotion**	**Reporting and Sales Enablement**
Buyer Persona	Blog posts	SEO	Nurturing leads
Brand Identity	3-D Infographics & Landing Pages	Social media	Qualifying leads
Website design and development	Videos	Content promotion	Weekly reporting on leads with Sales
marketing automation	Success Stories	Linkedin advertising	Campaign analysis
	Webinars	Event marketing	
	SEO-driven Web content	Email campaigns	
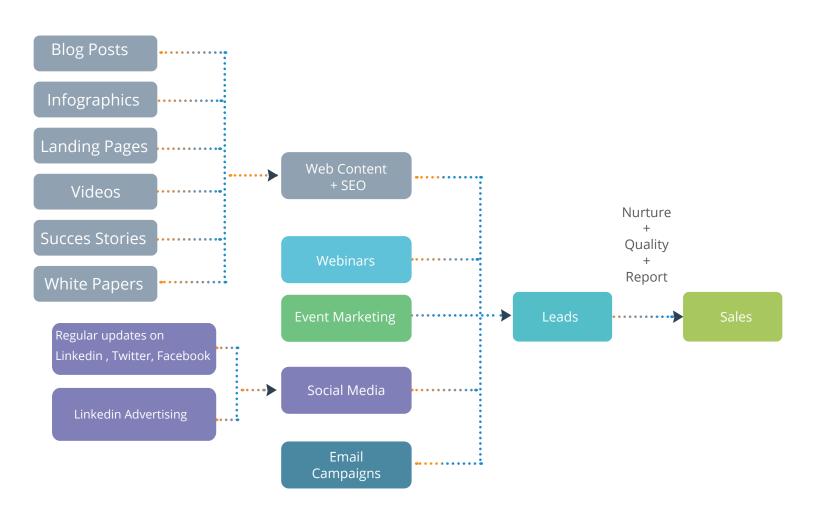
An omni channel strategy to lead generation

Blog Posts

Infographics

Landing Pages

Videos

Succes Stories

White Papers

Web Content + SEO

Webinars

Event Marketing

Regular updates on Linkedin , Twitter, Facebook

Linkedin Advertising

Social Media

Email Campaigns

Nurture
+
Quality
+
Report

Leads

Sales

Phase
01

WEBSITE & BRANDING

Website Design and Development

The client's existing website was underperforming. It wasn't optimized for search engine visibility and hence wasn't ranking for target keywords. The lack of catchy CTAs resulted in fewer conversions.

The client is already using HubSpot for their website and marketing automation needs. However, in order to adhere to their extensive customization requirements and build highly-interactive web pages, migration to the WordPress platform was needed.

The Smarketers leverage an agile methodology for website design and development. This enables accelerated delivery of a high functioning website in the shortest time - even if there are multiple feedback iterations.

A fully optimized and high performing website with CTAs with relevant propositions, customized design elements, assets, and landing pages was created within 3 months.

Buyer Persona Analysis

The Smarketers team interviewed the client's employees and their customers to develop buyer personas. Since the client offers ServiceNow solutions for different functions (HR, CSM, ITSM, SecOps, etc.) and industries, multiple personas have to be created.

This information acted as the foundation for optimizing the website user journey and conversion paths.

Brand Identity

The Smarketers worked with a branding partner in creating a new brand identity and ensuring the brand experience is consistent through website design and content strategy.

A new logo, identity, positioning framework, compelling messaging and branding guidelines were created.

Marketing Automation (HubSpot)

The client's team was underutilizing their HubSpot platform - even though they're using an enterprise edition

After a complete audit of their current usage, The Smarketers ensured they're taking full advantage of the software - right from tracking analytics, capturing leads, monitoring CTAs, creating lists, tracking social engagement, to handing off leads to sales.

Phase
02

CONTENT CREATION

Blog Posts

Educational blog posts about ServiceNow solutions, their implementation best practices, and use cases were created on a regular basis. This helped not only generate interest among potential buyers but also increase organic traffic

3D Infographics and landing pages

Industry-specific 3D infographics and landing pages were designed to position the client as an industry thought leader.

Success stories

The client's existing success stories were mapped to the respective industries and functions for better personalization. These stories were promoted through targeted ads, emails and within the website itself so the right story reaches the right person.

Videos

Video marketing was important to drive engagement during events like Knowledge, SKO, SNUGs, etc. Typography and customized videos showcasing the client's go-live cakes, team pictures, speaker sessions captured audience attention.
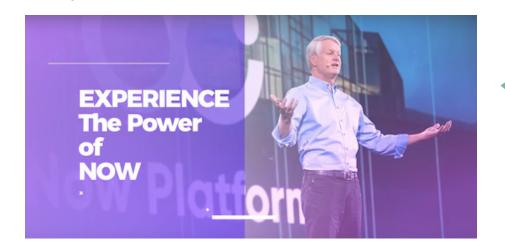
Webinars

Bi-monthly webinars featuring our client's customers and leadership team played a huge role in driving qualified leads and generating awareness in the ServiceNow user community.qualified leads and generating awareness in the ServiceNow user community.

SEO-driven website content

The webpages and blogs were optimized based on target keywords for high visibility in search results driving inbound leads.

A customized video to promote client's presence at Knowledge 19

A 3-D infographic-style landing page showcasing specific industry challenges the client solves with ServiceNow

ServiceNow HR Service Portals: Examples & Important Features

Simplifying, collaborating, and streamlining HR processes

In this article we'll cover:

The importance of HR/Employee self-service (ESS) portals

Key considerations when designing your ServiceNow HR portal

ServiceNow HR success story: How a Fortune 500 Retailer Successfully Insourced its HR Service Delivery

INRY's Approach to Building Self Service Employee Centers With ServiceNow

As per a Mckinsey report, on an average employees spend over 9.3 hours per week searching for

A thought leadership article on ServiceNow HR portal Implementation

Phase
03

OPTIMIZATION AND PROMOTION

Event Marketing

The client was a primary sponsor of several ServiceNow events like Knowledge, local SNUGs, and SKO. The client wanted to promote their presence at these events and set up meetings with prospects, influencers, and ServiceNow sales leadership. We helped the client:

- Engage and nurture potential attendees, customers, and ServiceNow sales executives

- with targeted pre-event email and LinkedIn ad campaigns. These campaigns featured the client's top ServiceNow success stories and articles.

- Drive booth traffic through LinkedIn sponsored ads and live-tweeting

- Build engaging landing pages to drive registrations for the client's breakfast meet-ups and speaker sessions through

- Engage booth visitors with customized in-booth videos

SEO

The website was continuously optimized for both on-page and off-page SEO best practices. A robust content strategy was created to improve search visibility and organic traffic for target keywords. Several SEO activities including backlinking, social bookmarking, blog commenting, meta tag optimization, etc. were done to improve the website's Domain Authority and SERPs ranking.

Social Media

Social media engagement was boosted by promoting the client's success stories, company news, leadership perspectives, videos, educational documents and other content that was created on channels like LinkedIn, Twitter and Facebook.

Email Marketing

Targeted email campaigns were leveraged to promote content, upcoming webinars, events and nurture leads

LinkedIn Ads

LinkedIn dynamic ads were set up to increase page following and engagement from target decision-makers. Sponsored Content ads were used to promote success stories, videos, and other content and ensure they reach the buyers.

An easy-to-read graphical LinkedIn document garnered huge engagement

#AutomatedTestFramework (ATF) is one of the most widely used tools by #ServiceNow change managers and developers. This article highlights the 4 new capabilities of ATF in #NewYork.

Insights

ServiceNow New York:
4 New Features In Automated Test Framework

Read Now

#NewYork has arrived! Here are some really cool features to watch for. Interested in a deep dive to learn what's new? Join our upcoming webinar, "New York For Now Geeks" as we share   migration journey and the path for a successful upgrade:

#ServiceNow

#1 Now Mobile App

Submit incidents & requests, and access company resources!

Image Source and Copyright: ServiceNow, Inc.

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A typography video showcasing the different features of ServiceNow New York

Phase
04

REPORTING AND SALES ENABLEMENT

We ensured all the leads generated were properly nurtured and qualified before handing off to the sales team. A weekly lead report was shared between the sales and marketing team to ensure all the qualified leads are being tracked and followed-up.

We tracked important marketing KPIs like traffic, keyword positions, conversions, top-performing pages, social engagement on a monthly basis. This information was valuable for making improvements and optimizations to the overall campaign.

Results

In a span of 1 year we consistently created thought leadership content, increased search visibility, and set up prospect meetings during events. All these efforts helped the client in generating industry awareness, leads and opportunities.

> The biggest outcome of the campaign was realized when the client got featured in Inc.'s 2019 annual guide to the 5000 fastest-growing privately held companies in the U.S.

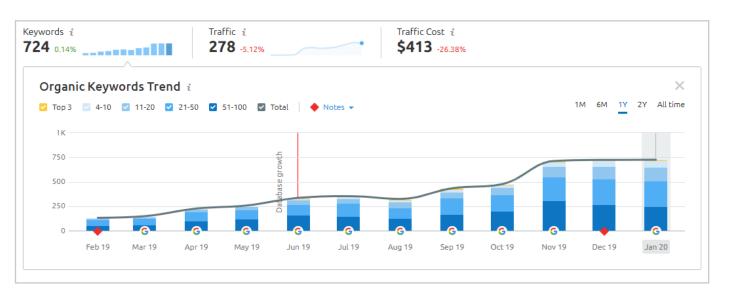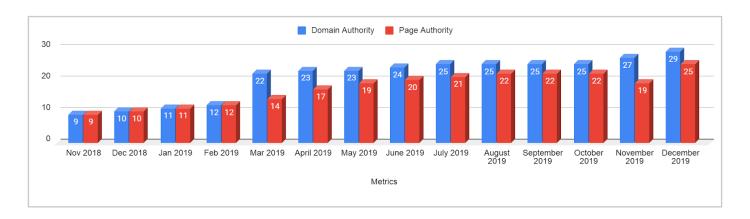| 450+	239	100+
MQLs and industry connects	unique webinar registrations	prospects and clients registered for Knowledge 19 sponsored breakfast meeting

1. The website is ranking for a total of **724 search keywords** including major keywords like "ServiceNow HR Implementation", "ServiceNow for Retail", "ServiceNow ITSM" "ServiceNow HR portals" etc.
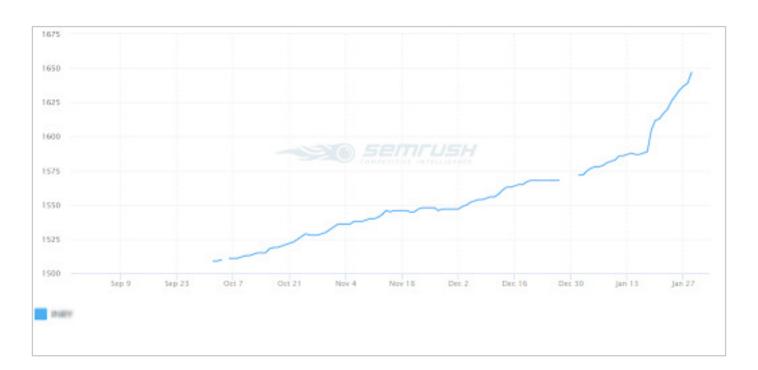
2. The website Domain Authority has increased from **11 to 29**

3. **500+** Increase in LinkedIn followers

Schedule a 30-minute free marketing assessment. Reach us at:

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