

inboundMarketing

CASE STUDY: Quick Start with Hubbard Radio, DC



The Problem:

For most media companies like Hubbard Radio in Washington DC, a challenge they face is that they have two very distinct audiences they must constantly market to: the consumers of that medium (in this case, radio listeners) and the B2B customers that buy advertising. Most have websites for their media outlets (individual station websites), but often don't have market specific websites for their B2B services.

In addition to needing to create an entirely new website and blog, Hubbard DC also has two very unique groups within their core B2B audience – general business on WTOP and government contracting business on WFED. This meant **they needed two blogs on one website** (DCMarketingPro.com and FederalMarketing-Insights.com) to reach two very different target personas that make up their B2B advertisers. This ultimately meant two different blog designs, two subscriber lists, two landing page designs, and so on.

Matt Mills, Director of Sales at WTOP and WFED, also shares that, *“More than anything **the biggest challenge is time.** We have added an entirely new ‘job’ onto our current jobs and this new venture has been tough on time management.”*

Lastly, when it comes to lead generation, both the WTOP and the WFED sales teams were **in need of more qualified leads**. Like most media companies, they didn't have a way for new prospects to interact with them beyond a cold-call. Plus, prospects really didn't have a way to find them on their own at all for that matter.



The Process:

The Center for Sales Strategy listened closely to what the Hubbard DC team needed, and then began putting a plan in place to help solve these individual problems.

The first step in the process was an in-person **Inbound Marketing Planning Day** conducted by The Center for Sales Strategy where target personas for each brand were identified, keyword strategy was established, the blog pledge was created, blog roles and responsibilities were outlined, and they got a jumpstart on developing blog post and premium content ideas.



The Plan:

The following 30-90 days were devoted to implementing the blog launch plan and preparing the blogs for publication. This included:

- The development of optimized blog posts ready for the launch
- Premium content pieces, landing pages, thank you pages, and calls-to-actions created
- A social strategy implemented for promotion of the blog
- Keyword research and optimization
- All design elements in place including additional website pages
- The creation of contact and download forms

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They were able to utilize the capabilities of HubSpot to have multiple blogs on the same user portal. Two unique aesthetics and blogs were created for each of the brands unique aesthetics and blogs for each of the brands. With our help, they didn't need to hire a web designer or purchase additional templates – this ultimately saved them a lot of time and money and expedited the launch of their sites.



The Performance:

The strategic inbound marketing plan put in place immediately **contributed to over 4,000 visits** in less than three months after DCMarketingPro.com launched. And within less than 6 months, they consistently **generate an average of 50 leads each month**.



INTERNAL BUY-IN:

One of the primary reasons they've been so successful in their launch is due to the internal buy-in from their management team. Their inbound marketing team consists mostly of managers who have written the majority of their content and continue to participate in filling up their content calendar. They're also starting to see this attitude trickle down to the sales staff that are proactively asking questions, getting involved, and writing content as well.



CROSS-PROMOTION:

Hubbard DC has also experienced success in the implementation of an internal strategy to cross-promote their blog on their radio station websites including an RSS feed. This contributed to a significant amount of new traffic and leads.



THOUGHT LEADERSHIP:

The power of thought leadership has begun to prove itself and Matt Mills, Director of Sales at WTOP and WFED, shares that, *"We never really thought of ourselves as thought leaders, but we certainly do now. We have found when you start writing about a subject you know a lot about, you realize how much you truly have to offer."*

One example Mills shares with us regarding thought leadership: *"We even had a prospect call us directly to inquire about our services for digital advertising she wanted to run. She had found us through our blog but didn't even download anything – just chose to call instead."*