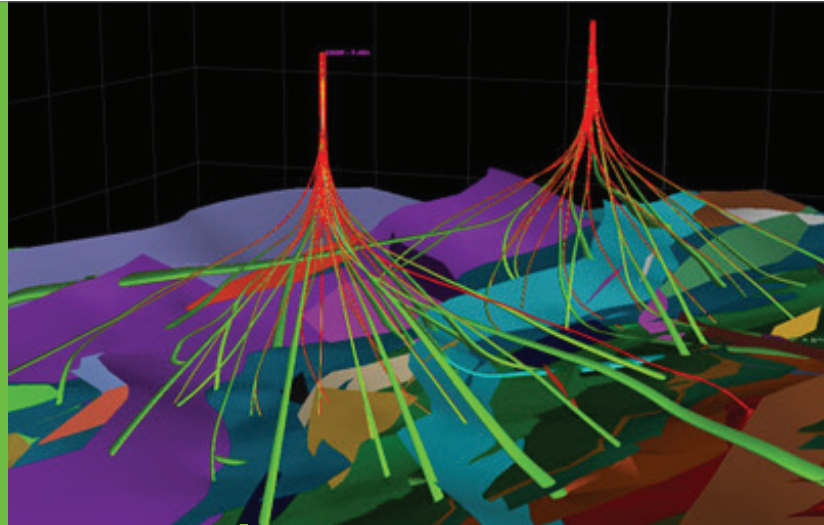


Case Study

Paradigm

A new website and inbound marketing by HexaGroup helped generate brand awareness and leads for the largest seismic software developer in oil and gas.



Background

Paradigm is the largest independent developer of software-enabled solutions to the global oil and gas industry. Customers rely on Paradigm software to discover and extract hydrocarbon resources and make better business decisions. Paradigm solutions span critical exploration and production disciplines, from seismic processing and imaging to interpretation and modeling, reservoir characterization, and well planning and drilling.

Objectives & Challenges

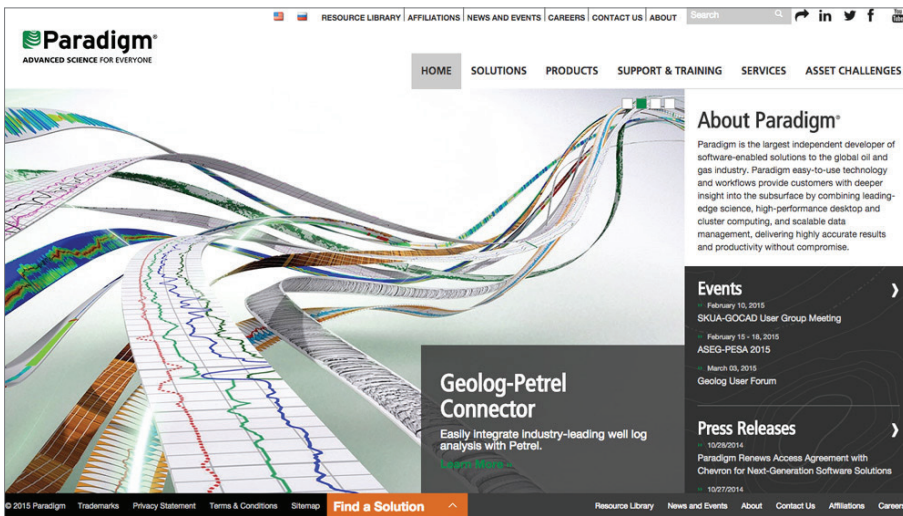
With comprehensive oil and gas upstream domain knowledge, HexaGroup was commissioned by Paradigm to develop a strong web presence. The existing Paradigm website presented several challenges. First, the site posed a communication barrier. All content was written at the Ph.D. level, not at the appropriate level for the company's main audience. Second, a content gap existed between the content that should be provided and that which was being provided. In general, the content was too technical. Third, the site presented a structural and organizational issue for conversion. What actions did Paradigm want site visitors to take? Ideally visitors should drill further for information, but many visitors were simply exiting the site with no other activity. Fourth, given that the site's appearance was old and aged, refreshed branding was warranted. Finally, many visitors viewed the site on tablets or smartphones, but the site's existing design presented a mobility challenge.



2015 Communicators Awards

Silver Award of Distinction

www.pdgm.com

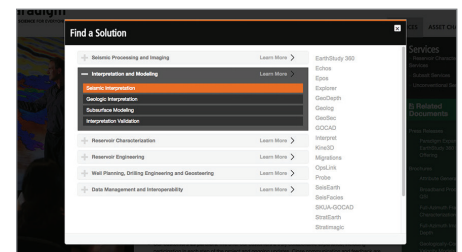
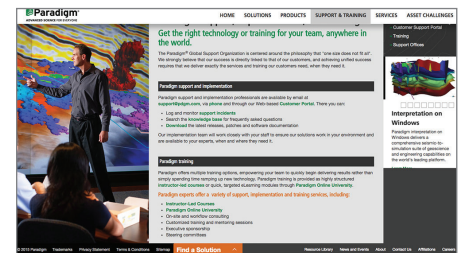


Solution

Following its proven methodology, HexaGroup guided Paradigm through a six-step website development process. In the information design phase, HexaGroup performed a full SWOT (strengths, weaknesses, opportunities, and threats) assessment of the existing site. The team also conducted Google market research to identify what the target audience was seeking and to reveal opportunities presented by different types of solutions. Oil and gas assets were analyzed to see where the market was going and to identify either direct competitors or unknown online competitors who were owning the market.

In the content development phase, HexaGroup evaluated the existing content using the Flesch-Kincaid Grade Level Test and shared the findings with management. Two core exercises were initiated. HexaGroup's content developers and writers worked with subject matter experts to deliver content at the appropriate readability level. The team also worked to shorten and simplify the content, making it more conducive to some type of desired action. With an aim to provide a hierarchy of content, starting with overview content at the highest level, down to more technical content at lower levels, the HexaGroup team mined Paradigm's various white papers, documents, and videos to associate them with different pieces of site content. By offering the best balance between words and impactful graphics, the team worked to develop high-level pages that would appeal to the multiple target audiences.

At the same time, HexaGroup developed a tentative site map that would best address Paradigm's various audiences including operators, consultants, academia, employment candidates, HR professionals, and clients for support and training, as well as a prospect audience made up of IT professionals, domain experts, and C-suite executives. The site map and corresponding wireframes were designed to accommodate the queries of each audience, to be supported by online marketing that would also achieve the same objectives and support the various audiences.





Visual design of the new site became a veritable branding statement. The HexaGroup team envisioned something unique, while implementing responsive design methodology for all types of devices. Armed with beautifully-striking, high-res data models that demanded visual focus on the site, the team developed an interface worthy of the scientific works of art, establishing a strong online brand for Paradigm. Such an interface had never been implemented — and created challenges. The team made sure the interface visually engaged the audience at all screen resolutions, ensured usability, and empowered the screen footer with nonstop functionality to “Find a Solution.”

One of many Kentico sites developed by HexaGroup, the Paradigm site was implemented on the Kentico Enterprise Marketing Solution, version 7. Building the Find a Solution and document modules, integrating with support, implementing the portal, enabling different relationships between assets, products, and solutions, and integrating with an application tracking system and more, the HexaGroup team developed all modules to be easily managed by a very small team of content administrators and easily maintained in spite of the site’s complexity. In addition, the site is integrated with HubSpot and is built to accommodate international languages in the future. To support its ongoing relationship with Paradigm, HexaGroup also provided HubSpot and SEO consulting services.

Results

The site’s updated, unique look and feel has improved brand awareness and made content more digestible and optimized, resulting in higher interest and delivering more leads. In addition, the site received a Silver Award of Distinction in the 2015 Communicators Awards.

Capabilities



Strategize

Clustaar Digital Market Analysis

- Market Segmentation
- Competitive Analysis
- Market Trends
- Digital Strategy Planning

Strategy

- Strategic Planning
- Marketing Communications Planning
- Branding / Messaging

Develop

Marketing Anchors

- Visual / Messaging Themes
- Print
- Digital Media
- Mobile Apps

Growth Driven Website

- Information Architecture
- Visual Design / UI / UX
- Technical Implementation
- Content Development
- Hosting Maintenance

Perform

Marketing Technology

- Marketing Automation
- CRM
- Lead Sourcing
- Analytics
- Enterprise Content Management

Marketing Performance

- Inbound / Content Marketing
- Lead Generation
- Social Media
- SEO
- Events
- Advertising