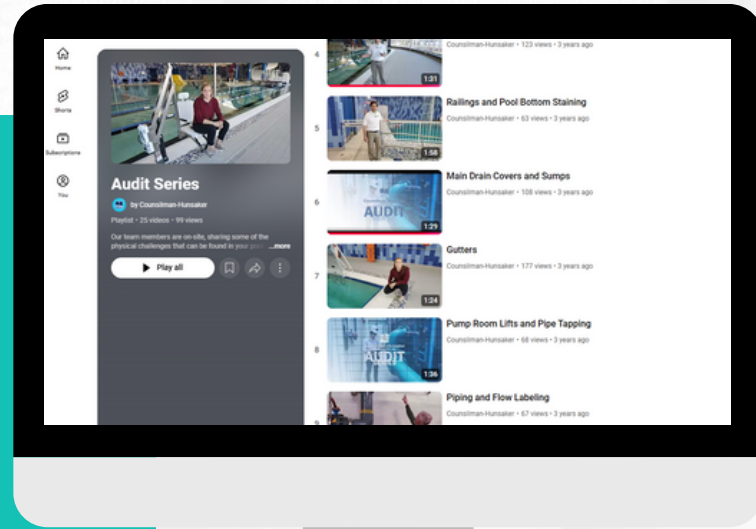


MARKETING PORTFOLIO

Syndicated YouTube Video Series

mdb2bmarketing.com



OBJECTIVES

Counsilman-Hunsaker sought to increase awareness and demand for its physical engineering auditing services. While these services were considered low barriers to entry, they were the company's lowest-performing revenue stream because of a lack of perceived need.

Additionally, during COVID-19 the company was also seeking to increase its thought leadership in the industry. Many facilities were shut down due to CDC, state, or local guidance. This seemed to be a perfect time to help operators gain a better understanding of their facilities.

SOLUTION

We decided to create a series of weekly video releases providing tips and tricks and thought leadership on what to look for in aging aquatic centers and what to do with issues operators find. The goal was to drive new leads for the physical engineering auditing services.

Planning began in June 2020, with live filming conducted in September and October. Teasers were released beforehand to warm up the series, including two whiteboard videos and a live video I filmed. The campaign was launched in late January 2021 and ran for a full six months with a new video released and syndicated on YouTube each week and distributed via social media, e-newsletter broadcasts, and the website blog. Each marketing team member played a role in the campaign planning, execution, and creative development.

BENEFITS

1. Marketing Attribution

This high visibility project was the most successful campaign ever launched for the focus service. It created a 325% marketing-attributable influence in sales for the service channel with residual effects of the campaign lasting for over a year thanks to re-shares and social media evergreen drip campaigns.

2. Campaign Operationalization

The campaign was operationalized through automated email cadences, social media scheduling and AI-driven drip campaigns, and building landing pages to drive lead generation. Digital advertising on media partners' websites also drove traffic to both the video series playlists and the landing pages. This enhanced team efficiency and productivity and automated marketing campaign attribution.

AT A GLANCE

ROLE

- Marketing Director

SKILLS

- Campaign Management
- Email Marketing Automation
- Video Production & Syndication
- Social Media
- Project Management
- Data Analytics

DATES

- Planning & Development - 7 months
- Execution - 6 months



MATT BALL

Marketing Professional

Adaptable, results-oriented marketing professional with over 15 years of business experience and 7+ years in marketing strategy and brand development, campaign management, and email automation.