



THREE SHIPS MEDIA

Digital Marketing Program Contributes to 110% Sales Increase

**Three Ships Media Client Stays Relevant with Target Audience,
Leading to a Dramatic Increase in Referrals**

Background

A prominent real estate group, which operates in one of most competitive real estate markets in the country, engaged with Three Ships Media in January 2010 to bolster their online presence and promote engagement on social networks. The firm lagged in geo-targeted search, and it wanted to increase the amount of new business it generated from online activity. It needed to keep pace with competitors who had already begun interacting with potential customers online.

Engagement

Three Ships Media undertook a comprehensive content generation and social media program for the client.

Category

Three Ships Media Activity

Web Infrastructure

Designed and built a blog for the client that was optimized for search engine benefit. Built branded social media accounts for the client

Content Creation

Drafted ideas, wrote, and published more than 100 articles for the client, many of which were targeted at the neighborhood level. Created and published more than 300 status updates for the client.

Content Promotion

Placed the client in an article in a national online publication. Networked with regional bloggers and sites to secure inbound links and mentions. Grew social media communities through concerted outreach to local residents and influencers.

Strategy & Analytics

Implemented call tracking and lead generation forms for the client to convert more potential customers. Developed keyword strategy by analyzing current content "supply" and consumer search "demand" to deliver quick search wins for the client.

If you are interested in working with Three Ships Media, contact Dennis Wise at dennis@threeshipsmedia.com

Results

Within the first 60 days of the engagement, Three Ships Media delivered three Top 3 rankings for geo-targeted search terms and began sending significant traffic to the client's web site from its blog, Facebook, and Twitter. **Six months into the engagement, Three Ships had secured five additional Top 3 rankings and five additional Top 10 rankings for search keywords demonstrating purchase intent.**

Moving to the Front Page

Keyword	1/1/2010	2/5/2010	8/5/2010
Best (Location 1) Realtor	Outside top 20	Outside top 20	#4
Best (Location 2) Realtor	Outside top 20	#7	#3
Best (Location 3) Realtor	Outside top 20	#6	#4
House Hunting (Location)	Outside top 20	Outside top 20	#2
House Hunting (Location 2)	Outside top 20	Outside top 20	#3
House Hunting (Location3)	Outside top 20	Outside top 20	#10

Traffic to the blog Three Ships Media maintained for the client grew at a consistent 12 percent monthly rate over the past six months, and visitors spent nearly two minutes per visit on the site on average.

Three Ships Media also propelled the client ahead of all competitors identified in the onboarding process in size of community on both Facebook and Twitter.

The client's sales are up 110% year-over-year since Three Ships Media began work on a digital marketing program.

The client continues to enjoy high search ranks for the terms already identified and climb the rankings for additional terms, as well as generate more new business.

Comments on Program



Peter Wylie
TSM Account Director

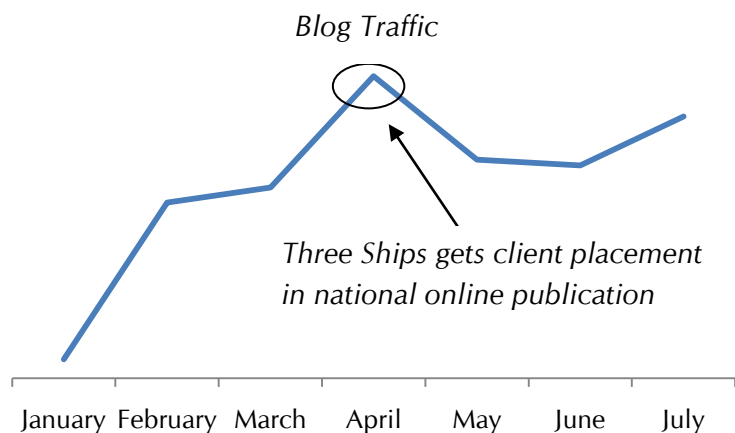
"Three Ships Media's innovative combination of custom content generation and focused promotion yields tangible benefits to our clients. Our algorithm identified easy search wins for the client, and our account management team did an excellent job understanding content topics that would drive traffic."



Hans Wydler
Client

"I have been extremely impressed by the impact my digital marketing program has had on my business. The team is hard working, highly knowledgeable and does great work. I highly recommend working with the team at Three Ships Media."

Earning Customer Attention



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