

5D – Online Advertising Skoda Minotti SSAE-16.com Online Advertising Campaign

Opportunity: In June 2011, the Auditing Standards Board of the AICPA replaced the SAS 70 auditing standard with SSAE 16. In the following months, the number of online searches for information on the new “SSAE 16” and related search terms, such as “SOC Reports,” rose rapidly. The individuals searching for this new term would be ideal new business prospects for our Risk Advisory Services group.

Objectives: Our goal was to create a campaign that would take advantage of this new search traffic and drive qualified SSAE 16 (or other SOC Reporting) leads to our Risk Advisory Services group.

Implementation: Beginning in February 2012, we partnered with the founder of ssaе-16.com, one of the top ranking websites for searches related to “ssaе 16”, to have exclusive ad placement on his website. In this campaign, we ran a banner ad promoting a free download - “Which type of SOC Report does my company need?” The free download was a short PDF that we compiled from previous blog posts that our Risk Advisory Services team had prepared on the topic.

The banner ad led visitors directly to our landing page where they could download the free report in exchange for entering their name, company, email, phone number, which type of SOC report they might have a need for and any additional details they'd like to provide. Once the information was entered, an email was automatically generated that sent them a link to download a PDF of the report. The link was emailed as a follow up to ensure that accurate email contact information was entered into the form.

Each lead generated by the campaign was followed up directly via phone/email by a member of our Risk Advisory Services team.

The ad campaign ran from February 2012 through October 2012.

Outcome: The campaign generated 4,553 visits to our landing page. Over 10% of those visitors filled out our download form for a total 458 new leads generated through the campaign.

Of the 458 leads generated, 210 resulted in a follow up phone meeting. Of those calls, 31 resulted in proposals, and thus far, six of the proposals have resulted in engagements. The six engagements totaled \$88,000 in initial project revenue.

As the sales cycle for this particular service can be quite long, many of the leads from the campaign are still active and may be converted at a future point. In addition, the six initial engagements may lead to further work down the road.

Costs: The direct cost for the campaign was \$18,000 for the nine months that the ad ran on ssaе-16.com. The indirect costs for this campaign included the design and development of the “Which type of SOC Report does my company need?” downloadable PDF which was performed by our in-house designer. In addition, the landing page and follow up mechanism for the campaign was developed with HubSpot Inbound Marketing Software.



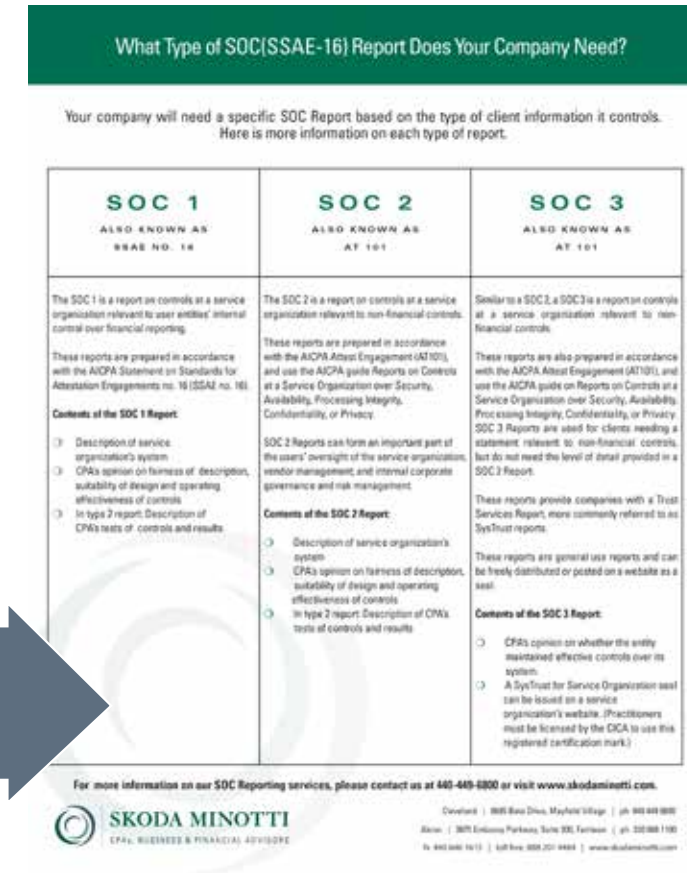
Delivering on the Promise.



Homepage with Ad



Landing Page



Premium Content

Visits



4,553

Leads Generated



458

Meetings/Calls



210

Proposals



31

Engagements



6

Revenue



\$88,000

Cost



\$18,000