Case Study

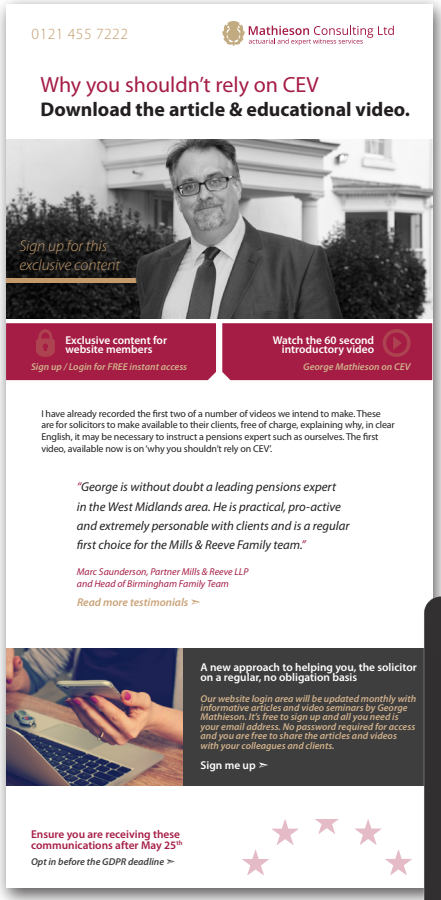
Mathieson Consulting Ltd

Strategy Design Online

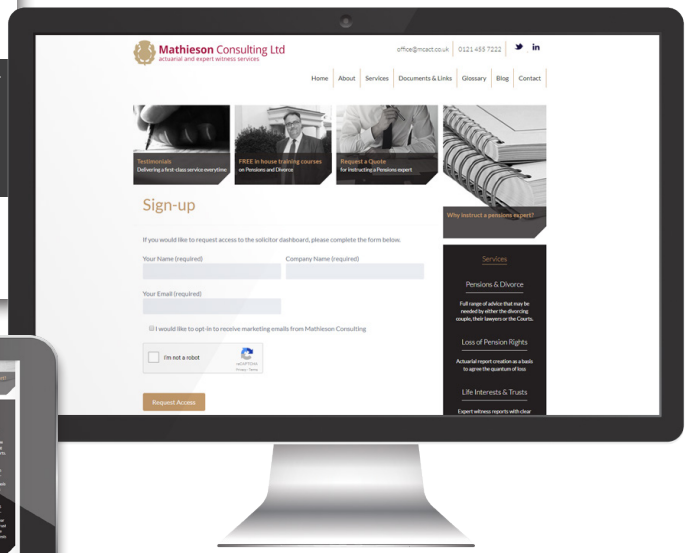


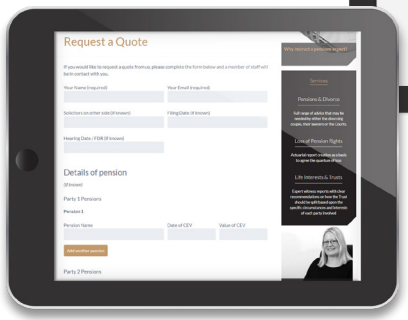
Mathieson Consulting Ltd
actuarial and expert witness services

George Mathieson and his team are experts in Pensions and Divorce, providing actuarially correct, practical and easy to understand solutions and reports for instructing solicitors.









360%
Increase
in website leads

The Brief

George Mathieson contacted us about a very specific requirement. He wanted to produce instructional content for solicitors. The content had to be easily accessible to them, and in-turn, easy to access for use in face-to-face meetings with their clients. The content would explain why (in clear English) it may be necessary to instruct a Pensions expert in their Divorce case.



George Mathieson
Mathieson Consulting Ltd
Director

Our Comments

"A number of things stood out about this particular request. Firstly, we have a specific target audience and so the approach has to be tailored to them and their habits. Secondly, that content, despite its complexity, had to be informative and to Mathieson's ethos; easy to understand.

George is well known for his infectious personality and speaking slots at industry events across the country. He delivers training sessions to solicitors on a regular basis. It was clear that whatever deliverables came out of the strategy session with Mathieson, it had to portray George's personality. He was already an expert in his field and we needed to use that to our advantage.

Ongoing access to content was also essential, and whilst the information would be free, we needed to make it sought after."

Richard Spears
Digital Marketing Manager

The Solution

S2F identified that the character traits of George would be vital in getting the key messages across. Content had to be informative and advice had to be delivered with expertise and know-how. Our first thoughts were to get George in front of a camera and do what he does best – provide expert advice on complex Pension and Divorce issues in an easy-to-understand manner.

With a series of videos filmed on location at the Mathieson's offices and edited in-house at S2F, we started on the strategy of delivering those videos to the target audience. They had to be found by solicitors and they had to be exclusive to them. To deliver this, we built a solicitor login area within the Mathieson website which gave solicitors access to a dashboard where they can watch and download the videos, as well as read and download supporting articles.

To promote the video series, we used a combination of social media and email marketing. LinkedIn became an important facet in that approach. George was well connected so we produced articles to support the videos which instructed readers on how to access the exclusive content. We saw solicitors begin to sign up for content after just one article.

A major oversight on the website was that there was no blog or news area. S2F built a new area and started posting blogs on the very subjects that George was instructing on in his videos. We needed an area where we could deliver regular, informative content not only to support the video campaigns but also to boost their ranking and improve SEO.

Further to the omission of a blog, there was also no way of requesting a quote online – We turned Mathieson's quote template into an online form which would also capture opt-ins for solicitors looking to get more information about Mathieson's services.

We saw a huge increase in traffic to the website. Their database grew through the introduction of login area sign-ups, enquiries and quote requests. Social engagements were in their thousands after only a month of LinkedIn and Twitter management.



167%
Increase
in website visits



483%
Increase
in social media referrals



S2F

Start 2 Finish Marketing

When the S2F story began in 2005, our initial business goal was to provide West Midlands industrial based businesses with a single point of contact for all their marketing. This is still at the heart of what we do today.

We are not your average marketing agency. We believe in a 'hands on' marketing management service, think more of a Virtual Marketing Department working alongside you, combining client experience and agency ideals. We have experience of working with many government run funding agencies, and a full understanding of the sales process, with our directors having over 50 years of combined experience.

We believe strong relationships create strong brands.



Strategic Thinking Creative Design

Learn more
s2fmarketing.co.uk

Call us now
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