



SMG Connects the Dots Between Content Marketing and Business Outcomes

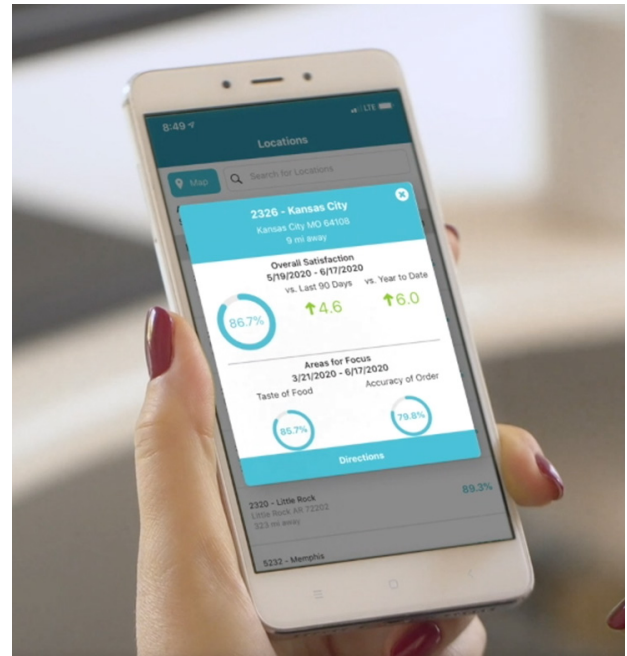
A Case Study





About

Service Management Group (SMG) is a leading customer experience firm. They offer solutions designed to help businesses better understand customers and employees. With the goal of driving changes that boost loyalty and improve business performance, SMG combines a unique blend of technology and service to collect, analyze, and share feedback and behavioral data. Operating globally, SMG has offices in the United States, London, and Tokyo, and they have supported several household names across a wide variety of industries.



Challenges

As the roles and responsibilities of marketers continue to blur, finding the right technology solutions is critical. With responsibility for earned, owned and social media at SMG, their Director of Brand Marketing, Paul Arnhold, is tasked with connecting the dots between their content marketing and business outcomes. In the past, Paul wasn't necessarily excited to share reports with the business, and the metrics SMG reported on rarely helped enhance content strategy. In order to change that, Paul hoped to achieve the following:

- Create reports that can be shared with the business, in order to help guide and improve overall content strategy while validating team efforts.
- Improve transparency with analytics that can easily be shared with key stakeholders for a better understanding of how content affects larger business outcomes.
- Share market intelligence across the organization so that marketing can see what content is resonating and ultimately driving action.



Solution

Onclusive's proprietary solutions helped Paul's team to work smarter, not harder. SMG has improved their effectiveness by giving visibility to outcomes, advancing their attribution capabilities, and streamlining their reporting.

Leveraging advanced analytics, timely insights, and dedicated support, SMG was able to improve their reporting functionality and create a powerful impact for their brand. With content marketing results being reported alongside inbound marketing metrics, SMG can take advantage of a robust view of all content performance.



Results

SMG shares that Onclusive has helped them to completely refine their content strategy utilizing real data across readership, engagement and conversion data, and more. Meaningful reporting has never been easier, and shareholders across the organization are able to view analytics that provide a real impact to their own business outcomes. SMG was even able to address a significant media issue in a timely fashion due to daily activity monitoring.

SMG says that they are deriving tremendous value from reviewing brand awareness metrics, and gaining more insight into how earned and owned media are impacting top of funnel activity specifically. In addition to a boost in their general readership, Onclusive is helping SMG understand the "stickiness" of their blogs. Conversion and interaction data is allowing SMG to measure the effectiveness of their blog posts and inform their editorial calendar in a way they never have before.

Specifically, SMG's owned media blog content had a readership of 10.6k, while 20% of blog visitors furthered their browsing on SMG.com beyond the blog to other parts of the site. Finally, SMG is particularly excited that 58% of traffic driven by owned media blog content completed a key interaction, such as visiting the company's resource center.



Advanced Analytics

Onclusive has helped SMG substantially improve the impact of their reporting. For the first time, their content marketing results are being reported alongside key inbound marketing metrics. In addition, Onclusive data for metrics including Readership, Potential Customers and Interactions has helped SMG identify which content is resonating with their audience and ultimately driving action.



Timely Insights

Onclusive provides SMG with tools that allow them to uncover insights and share market intelligence. The daily Email Digest is an excellent primer to start the day, providing SMG with their media highlights and a snapshot of the earned and owned media activity across their industry. In 2020 the digest helped SMG discover a blog post that misrepresented their brand, and by receiving that information in a timely manner, they were able to quickly notify their legal team and resolve the issue. In addition to daily market intelligence, the Onclusive reporting suite has helped SMG provide the organization with more meaningful and timely content marketing reports. The intuitive templates have helped SMG significantly reduce the amount of time it takes to create reports and inform their content-planning sessions with readership, engagement and conversion data.



Dedicated Support

Ongoing support is a critical component of the value provided by Onclusive. The Onclusive team has remained accessible, responsive and committed to SMG's success. SMG has a bi-monthly call with their customer success representative, and the support team always responds within one business day.

From developing their owned media content calendar to refining their media relations approach, analytics will continue to play a pivotal role in SMG's content strategy.



Key Takeaways

- Content quality can be measured in several different ways, but the most beneficial metrics are those that tie campaign objectives to overall business goals.
- An optimized strategy is one based on tangible results. By providing metrics across departments, professionals can uncover powerful and even unexpected insights that provide real value when creating content, social media strategy, and virtually every facet of communication and media.
- Everyone enjoys receiving credit when it's due. Onclusive's powerful reporting suite enables people like Paul to demonstrate the real impact of earned and owned media.

PAUL ARNHOLD

Director of Brand Marketing

Our partnership with Onclusive has helped us improve our attribution model, advance our content marketing strategy and further validate the value we bring to the business.



Onclusive

Onclusive is the data science company for communications. The inventors of **PR Attribution™** and **Power of Voice™**, our inclusive data and conclusive insights reveal which marketing communications strategies drive business outcomes—through to revenue. The Onclusive media monitoring platforms are built upon a proprietary global news-crawler which analyzes millions of earned, owned, and newswire content daily in over 100 languages, organizing each based on dozens of dimensions.

The world's leading brands and agencies including Airbnb, H&R Block, Lyft, Intercontinental Hotels Group, 23andMe, and Experian use Onclusive to improve communications. For more information, visit onclusive.com and follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).