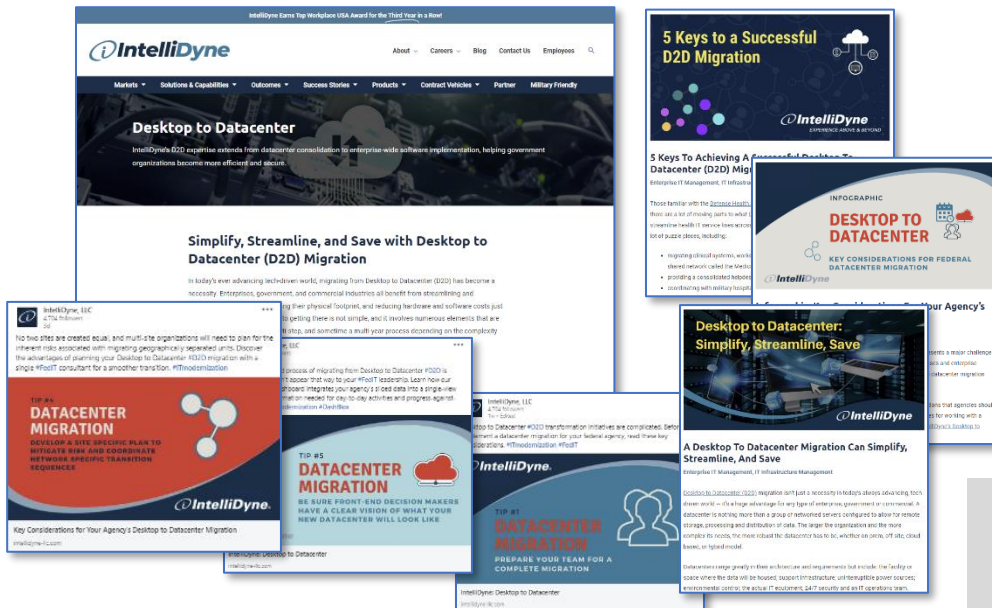


CASE STUDY

Proposal Validation Campaign for DHA

300-person emerging mid-market IT solutions and management consulting firm



CHALLENGE
 Firm was getting ready to submit a bid for an offering they were not known for.

REFERENCE
 Laura Strzemienski
 lstrzemienski@intellidyne-llc.com

GOAL

Associate firm with capability during evaluation period for proposal submitted.

SOLUTION

Scrubbed and repurposed proposal content into a purposeful campaign for the 30-day evaluation period. Leveraged PPC, LinkedIn Paid, eMail list rental, and Native Advertising on industry websites.

RESULT

Campaign page in top 10 web pages for unique visitors during the 4-wk period. Ranked #6 in organic search results on Google for the key terms. Client made short list but not award. This was a pilot campaign that proved out the approach for future application.