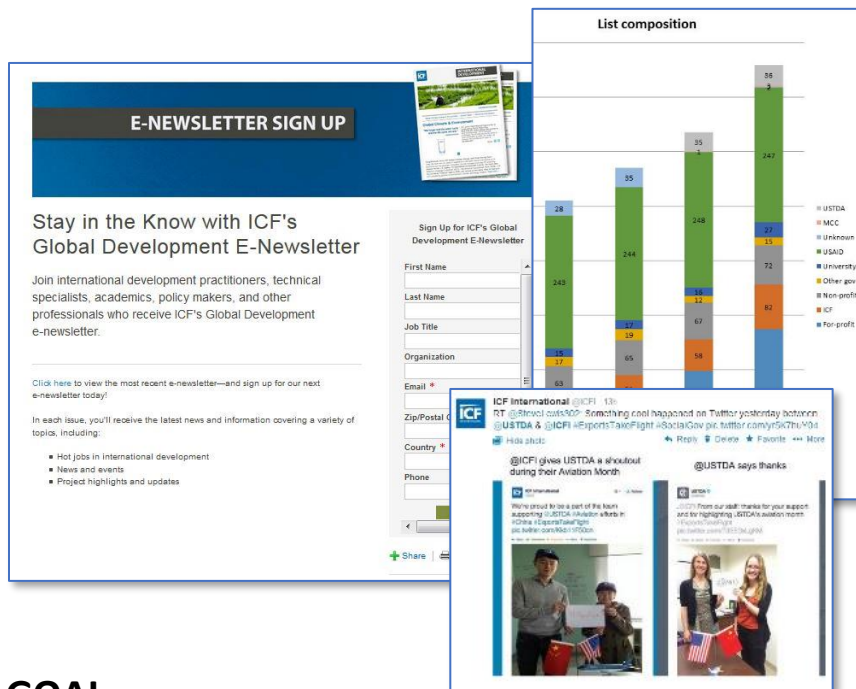


CASE STUDY

Agency Based Marketing Program



\$1B
publicly-traded,
global
professional
services firm

CHALLENGE

- Limited brand awareness at DC HQ—Agency knows staff as project staff
- Not many offices in developing countries—need to increase perception of boots on the ground with Mission staff
- Those who know company only know firm for a single core offering

GOAL

- Build and nurture email list
- Showcase client projects to relate company brand
- Demonstrate the depth + breadth international development experience
- Engage with field staff on social channels (limited broadband access) to demonstrate locality

SOLUTION

- Bi-monthly eNewsletter with stories in all areas, including project stories, run paid campaign on LinkedIn to boost Opt In subscriptions
- Visual content social media campaign using Pinterest, Twitter, and LinkedIn

CASE STUDY

USAID ABM Marketing



RESULT

- Made "TOP 25" list (#14) as company with "biggest gains" at USAID, grew subscription list by nearly 50%
- Direct tweets by competitors and clients >100,000 impressions, >1,000 clicks, double followers on social channels, and increase in organic search results

REFERENCE

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