

Tomorrow People turns social media into marketing opportunity

The brief: a social media campaign designed to create a response

The West Midlands Graduate Internship (WMGI) scheme asked Tomorrow People to create a social media marketing campaign to support them in their goal of placing 400 graduates in internships in the West Midlands between January and May 2010.

The campaign

Tomorrow People's first goal was to optimise the WMGI website and jobs board to maximise conversion rates of all new traffic brought to the site.

The main campaign activity included: Google AdWords (PPC) advertising, social media marketing using Facebook (with the creation of a dedicated graduate group for networking), Facebook (PPC) Advertising and the publication of articles on Facebook, WMGI blog and related blogs, forums and websites.

The campaign successfully increased awareness of WMGI and generated new leads to help the organisation move more graduates into placements, with positive results including:

Significantly increased online response: the WMGI website received 9,608 more website visits, 97,016 more page views, 1,083 more visits from Facebook and 5,340 more visits from search engines.

More web traffic: traffic to the WMGI website increased by 175%, with the number of pages viewed per visit increasing by 145.27% to 8 pages per visit. On site website visitor conversion tactics helped to increase the average time on site by 32%. The campaign also succeeded in meeting one of its primary objectives of increasing traffic from the West Midlands area.

Full Facebook engagement: traffic from Facebook increased by 1,931%.

Pay Per Click success: Pay per Click adverts displayed over 156,868 times delivered 1,683 users to the website.

Active Search Engine Optimisation: traffic from search engines increased by 117% after just 14 days.

More information about WMGI is available at: <http://www.tomorrow-people.com/our-industries/clients/online-marketing-wmgi/>

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About Tomorrow People

Tomorrow People is an inbound marketing consultancy which creates prompt, measurable results to help businesses grow. We achieve that through a powerful combination of content marketing, social media and marketing automation to attract business leads and transform them into customers. We work to a transparent process that lets you see the results of your marketing live and in detail - and its effect on your bottom line. Our five proven steps could upgrade your online presence in 30 days and deliver growth to your business in just 90 days to help you gain more leads, more qualified customers and more growth, in less time and at less cost. Our clients include: Clarks, Qliktech, Thompson and Westfield. Visit www.tomorrow-people.com for more information.