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Case Study

Nurse.com B2B Salary Survey – Content Marketing Campaign

The Challenge:

As manager of the Digital Advertising product at Relias, my responsibility was to drive high quality sales leads for our sales team. We had a respectable newsletter email database, but it included only the user name and email address. For the sales team, the goal was to have more specific information such as state (for sales territories), phone numbers and most importantly job titles to ensure each sales representative was targeting the right person at the company. There were an average of 0-2 inbound leads per week when I joined the company, so the challenge was not just increasing the regular volume of inbound leads per week, but to position the company as a thought leader in the nurse recruitment space to build momentum for the brand.

The Solution:

To achieve this goal, I worked with our content team to create such a high-quality piece of content, that users would volunteer their more detailed information for our sales representatives to help drive sales.

The content piece was the Nurse.com B2B Salary Survey, a custom whitepaper that was targeted directly towards the nurse recruiter decision-maker audience.

Working with our talented content team, I oversaw the messaging on the survey document to ensure proper audience targeting.

I then collaborated with the Business Systems department to get the appropriate Marketo form to use on the landing page that would be integrated into Salesforce. The downloaded form would then require the users name and email, but also their phone number, job title and state for sales-rep territorial use.
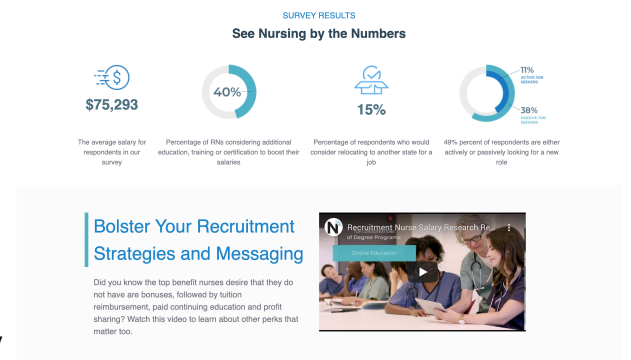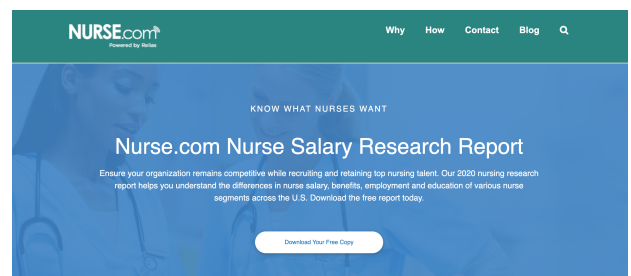
To ensure relevance for all visitors, the landing page included the appropriate messaging to accurately target the B2B audience. Included on the page is detailed up-sell messaging about the Nurse.com Digital Advertising products, to strongly connect the salary survey to the digital advertising products. The primary motivation of this campaign was to make the association to the visitor, that not only was our content top quality, but as an extension, our advertising products were or equal quality.

Included on the landing page was a video explaining the B2B salary survey, it's benefits and the connection to the Nurse.com digital advertising business. The video alone served as a way to promote the Digital Advertising products.

The targeting audience was the existing email list, but expanded to include all users who had any interactions over a 3-year period with the Nurse.com Digital Advertising product. In downloading the form, not only would they become a fresh sales lead, but would also be added to the weekly nurse recruitment newsletter to further nurture the lead.

The email was sent on 8/5/20 at 9am. **By 9:45, with only the first 1000 of 25000 emails sent, we had already received over 100 sales leads. Over the next few days, that number would grow to thousands of high-quality leads.**

The proof that this content marketing campaign was successful wasn't only in the lead volume, but also in the quality in job titles. All of the leads were from users in the nurse recruitment space with the most common job titles on the leads including CEOs, COOs, Presidents, CNOs and Director of Human Resources. By the end of the day, the Nurse.com DA sales team had increased their inbound sales leads from only a few per day, to thousands.