Kentico

WDM

Web Design Magic

Web Design Magic

INFORMATION TECHNOLOGIES

As a digital agency that uses Kentico as its development platform, Web Design Magic realised the power of the EMS early. They understood that by delivering the same message to all customers would not be as beneficial as segmenting an audience and delivering what they discovered was relevant to that client.

Background

Web Design Magic is a Digital Agency in Australia servicing Australia, Singapore, and Hong Kong. They have been working with Kentico for some time and practice what they preach—Digital Strategy using Kentico EMS.

Goals

The goals of the project were simple. Use all the components of the EMS, ONLY IF THEY WILL BENEFIT THE GOALS BELOW:

- Use **Contacts** to record all interactions and actions on the website, regardless of the features they are using at present. This allows future data to be present if they decide to use a new or yet-to-be-invented feature
- Use **AdWords** as a primary advertising platform and use Kentico to generate landing pages and record conversion data for WDM sales
- **Segment** the audience into distinct product groups to allow personalised content to be shown or delivered to these potential clients
- Use **Scoring** to grade the interest of the potential client and report to WDM sales
- Use **Whitepapers** and **Marketing Automation** to manage marketing channels and automatically nurture potential clients
- Use Email Marketing to communicate to clients who have subscribed using dynamic newsletters to reduce the creation time
- Use **Workflow** to automatically publish content to **Social** feeds
- Record all **Campaign** data for WDM Management Meetings
- **Primary Goal: Bums on Seats.**

"I knew that the EMS was powerful, and once we configured it for our own business it instantly became our primary advertising tool. We consolidated all our existing marketing tools and built our digital strategy. Now, the EMS has become a showpiece in our business as others are wanting to use this technology. Digital Marketing has become a lot easier and is yielding more results now we are using the Kentico EMS solution."

Daren Hawes
*CEO*
Web Design Magic
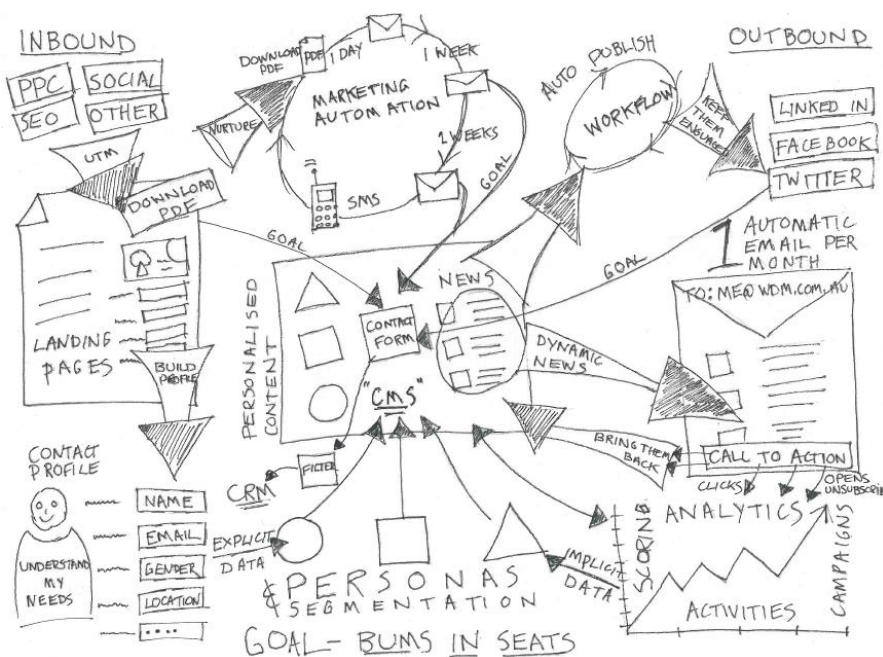
Challenges

As a Digital Agency, WDM's major challenges were not technical, however, using Kentico Technology posed no barrier to the challenges. Typically, the challenges came from the business not understanding the technology or, in fact, not having a Digital Strategy in the first place.

Web Design Magic realised that they needed to document all parts of the process regardless of their technical ability. They also found that the first version was not right and they needed to "tinker" with the installation to get it right. Kentico made this easy, allowing Web Design Magic's senior management teams to take ownership of certain parts of the Digital Strategy, allowing easy changes to be made quickly.

Solution

Inbound Marketing
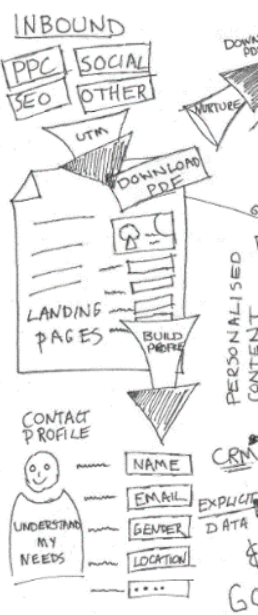
Web Design Magic fully integrated Google AdWords, landing pages, and Whitepaper Downloads into Kentico. This was one of the larger tasks they had to complete as they needed to research keywords and competitors to ensure they were setting up AdWords correctly.

They chose to have 20 adverts per segment (they have four major segments in the business), further broken into regions, meaning they had to create close to 80 adverts. Understanding how AdWords work, and to reduce the amount they pay per click, they created a unique landing page for each advert and used Kentico Campaigns to encode each link between the AdWords advert and landing page.

By setting up the Campaigns, Web Design Magic had clear insight into what advert and location worked best and at what time. This allowed them to further tweak AdWords campaigns.

Lead Nurturing
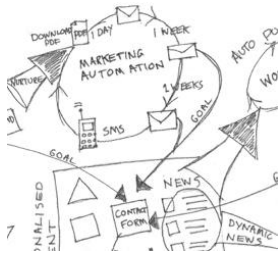
Once a user has signed up for a Whitepaper or completed a contact form, they are part of the Marketing Automation flow. This is a 30-day cycle, sending them a realistic amount of communications to improve the chance of conversion. This workflow can be adjusted over time to suit the marketing environment.

All correspondence, including SMS, has the common call to action allowing us to segment, based on the user's interest. For example, if a user selects a call to action link, then their score is increased giving the WDM Sales team a list of hot leads that are automatically saved to the CRM.

### Segmentation and Personalisation
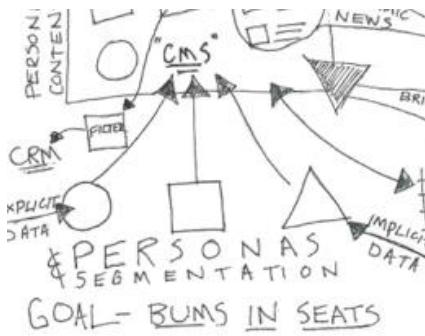
By segmenting the audience, Web Design Magic can deliver personalised content, helping to kick their goal. Also, the personalisation has a strategic approach as sometimes they find themselves working with competing vendors, so ensuring delivering the right message to the right client is important.

They use Personas to quickly segment visitors by creating rules from Inbound Marketing, page visits, and website actions.

This personification assists WDM Sales in understanding a client's requirements well before the first call is made.

Outbound Marketing, Social, and Newsletters
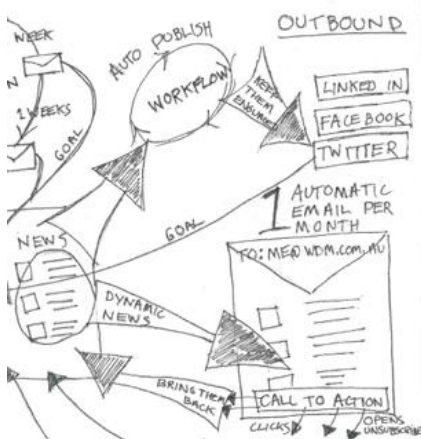
Once a month, WDM generate or ask their vendors for interesting client-related content. This content is posted to the news page. Each news article is tagged toward a persona and that content is displayed to a visitor based on their own persona.

When the news article is created, they have a Kentico Workflow setup that automatically posts Facebook, Twitter, and LinkedIn, enticing visitors to return and fulfil their Primary Goal.

Once per month, they automatically collate all the news and generate a personalised newsletter using Kentico Dynamic Newsletters and email all the subscribers. Subscribers can unsubscribe or forward the information to a friend.

Results

Web Design Magic measure results not only in leads but also efficiency. They believe that if they can reduce the amount of marketing work and still acquire leads then the campaign is a success.

Over the past year, Web Design Magic has seen a noticeable rise in enquiries with little energy in campaign management.

Key Criteria for Choosing Kentico

WDM chose Kentico not only because they are a partner, but because they needed help with their Digital Marketing. They needed a system that can:

- be easily managed by non-technical staff, once it's set up
- automate mundane tasks and integrate into their CRM seamlessly
- show where items can be improved by including KPI results in management meetings
- be used as a showpiece.

Web Design Magic

Web Design Magic provides professional, powerful, reliable and robust website design solutions to enable medium and large enterprises achieve their online business objectives. We use tried and tested technology, comply with e-legislative requirements and underpin our delivery with great customer service and support.

"The system takes care of itself (most of the time!). If we keep an eye on it and invest time in improvements we can certainly receive an ROI fast as we can focus on other items in our marketing and communications strategy."

Abbey Taylor
Communications
Web Design Magic

Suite 5/5 Taree Street
Burleigh QLD 4220
http://www.webdesignmagic.com.au/

Daren Hawes, CEO
sales@webdesignmagic.com.au
1300 308 210