Case Study

Pull Digital Company Site

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Industry
Marketing / IT

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Pull Digital is an Online Marketing Agency and Kentico Gold Partner working across B2B and B2C brands. Blending timeless communication know-how with leading technologies, Pull combines traditional marketing, creativity and best practice approaches and solutions with leading-edge digital marketing to transform clients' businesses.

Goals

- Generate leads and evaluate the quality of enquiries;
- Demonstrate industry awareness and expertise;
- Portray the company's personality and culture in a strong brand identity;
- Accumulate market intelligence per the capabilities of Kentico EMS;
- Create a web part/widget selling platform and support service for Kentico Marketplace items with user registration tied to the EMS.

Challenges

- Convey the company's marketing and technical expertise and make it intuitive for site visitors to find this information.
- Harness all the benefits of the EMS system, technical and conceptual. The Pull Digital site continually evolves and uses profiling and personalisation techniques provided by the EMS to target various types of audiences.
- Make publication of content effortless while maintaining quality control standards.

Solution

The Pull Digital website is now in its third major iteration and making it work is critical to the success of Pull Digital. We continuously try to enhance the website and use it to test the latest Kentico upgrades and hotfixes.

Conveying expertise

The Pull Digital site is structured using various document types (Case Studies, Projects, Services, etc.), allowing structured content editing. A scoped workflow is used for editorial control. The site makes use of various taxonomies and relates data using concepts such as Tags, Categories and Related Documents.

Further, the approach has helped enhance search reach by using a clever page building technique; enabling the dynamic creation of unique documents based on content tags with friendly URL's, individual title tags and Meta data. This not only boosts results with search engines, but also give searchers exactly what they want to see.
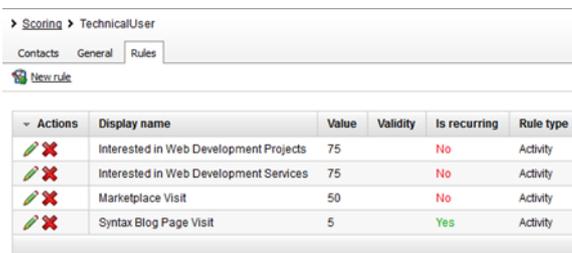
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Showing personality

The People page on the site provides an interactive interface with a description on roll over that conveys an interesting snippet about each person. This functionality is fully integrated into Kentico and a novice content editor can easily update the information. Furthermore, as jQuery libraries evolve, this page can easily be adjusted to convey a more modern approach.

Utilizing the EMS

The Pull Digital site profiles visitors based on their actions, currently segmenting the site into two types of audiences: Technical and Marketing. We determine the visitor type based on a behavior-scoring system and these rules can easily be changed in the Kentico EMS.

The following is an example of rules set for a technical user:

The Pull Digital site will personalise content based on the profile. For example, the Syntax technical blog and Marketplace are shown to technical users whilst the standard blog is shown to other visitors. The Kentico EMS made this easy to achieve. By utilizing personalised variants with a simple display condition we could show the more relevant blog posts.
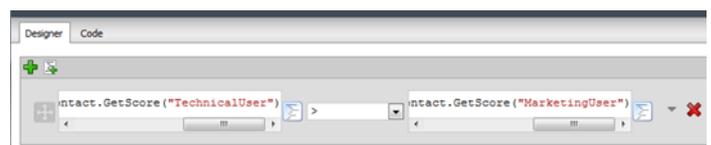
The EMS has some very user-friendly functionality to pass information filled out in BizForms to the analytics engine. This can be harnessed in many ways and one example of how we utilised it was with a blog post.

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Work Place Climate

Challenge · Risktaking · Freedom · Conflicts · Idea Support · Debate · Trust · Playfulness · Dynemism

Stagnant
Innovative

We felt it would be interesting to see how other people rank their organisation, although not as scientific as Ekvall's study see how your company does based on your opinions:

Your Company *:

Your Name *:

Your Email:

Challenge: Freedom: Conflict:
1   1   1
Dynamism: Idea Support: Trust:
1   1   1
Playfulness: Debate: Risk:
1   1   1

Create Graph

Landing page 'Account Management Hotshot Found'	Landing page
Newsletter click 'New Staff at Pull Digital & Why you don't need an Agency'	Clicked newsletter link
Page visit 'Account Management Hotshot Found'	Page visit
Newsletter opened 'New Staff at Pull Digital & Why you don't need an Agency'	Opened newsletter e-mail
Newsletter opened 'New Staff at Pull Digital & Why you don't need an Agency'	Opened newsletter e-mail
Newsletter opened 'New Staff at Pull Digital & Why you don't need an Agency'	Opened newsletter e-mail
Newsletter opened 'New Staff at Pull Digital & Why you don't need an Agency'	Opened newsletter e-mail
Newsletter opened 'New Staff at Pull Digital & Why you don't need an Agency'	Opened newsletter e-mail
Page visit 'Home'	Page visit
Landing page 'Climate for Innovation'	Landing page
Page visit 'Climate for Innovation'	Page visit
Page visit 'Innovation'	Page visit
Page visit 'Climate for Innovation'	Page visit
Form submitted 'EkvalCreativeWork'	Form submission
Landing page 'Innovation'	Landing page
Page visit 'Innovation'	Page visit
Page visit 'Home'	Page visit
Landing page 'Home'	Landing page

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A nice illustration of how this was used was when Lenka Navratilova (Partner Program Manager at Kentico) filled out the Climate for Innovation form. We could then track back all her other activities on the site.

Pull Digital's regular e-newsletter, The Pulse, was recently migrated to and released via the EMS. The advantage of this was that it actually gave us an idea of not only who opened an email but also of their on activity on the website once an email link was clicked. We identified prospective clients that were serious about doing business with Pull Digital based on their activities after they opened the newsletter and had insights of which areas of the business they seemed to be most interested in based on their usage of the site.

The Kentico EMS system also simplifies the process of A/B testing. On our home page we conducted a simple test to see which video freeze frame worked best. We tested out the following two variations:

Vs
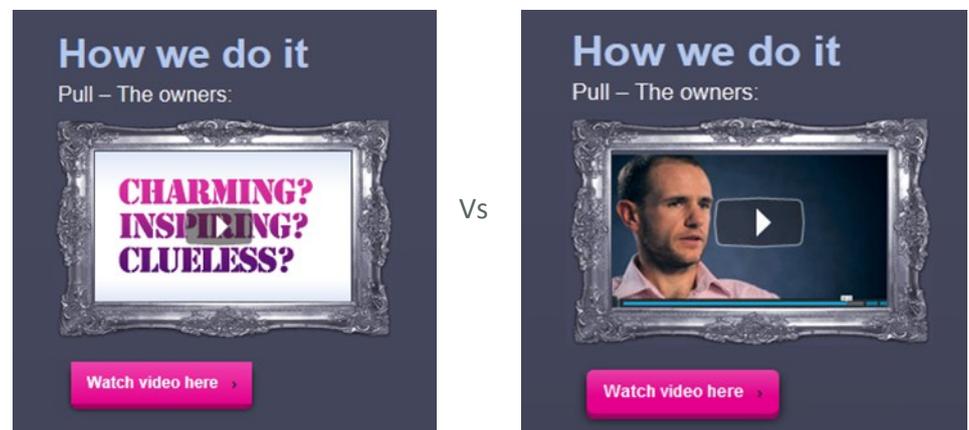
The conversion measured was the click through to watch the video.
Initial results suggest that having an image of a person seems to be better, but the test needs more time before the hypothesis can be proved statistically valid.