

Increased audience engagement & website traffic through Content Marketing

Summary

Micro Focus, a British multinational software and information technology company, reached out to TO THE NEW for content marketing & SEO optimization solutions in order to enhance audience engagement across their website & social Media channels. TO THE NEW team helped Micro Focus in delivering 100+ blogs within 6 months, optimizing their SEO and increasing LinkedIn engagement which successfully increased their website traffic by 30%.

About the Client

Micro Focus International plc is a British multinational software and information technology company based in Newbury, Berkshire, England. The firm provides software & consultancy services and it's portfolio includes: Analytics & Big Data, Application Development, Testing & Delivery, COBOL, Collaboration Solutions, Information Management & Governance, Business Continuity, IT Operations Management, Mainframe and Security.

Business Objective

Micro Focus aimed at improving it's SEO & content marketing in order to establish themselves as thought leaders in the market, increase audience engagement, website traffic and promote conversations around it's tech offerings.

Business Solution & Approach

TO THE NEW devised a comprehensive content strategy for Micro Focus which aimed at delivering SEO optimized content for its blog unit, website and LinkedIn to achieve enhanced user engagement.

- Researched & analyzed trending blog topics spanning across business verticals such as Hybrid IT, Robotic Process Automation (RPA) and Enterprise DevOps
- Published 100+ SEO optimized blogs on Micro Focus website
- Increased LinkedIn groups participation by 50% by participating in relevant groups

Highlights:

- Published 100+ SEO optimized blogs within 6 months
- Increased the audience engagement rate on blogs by 60%
- Increased LinkedIn groups participation by 50%



Results

TO THE NEW extensively worked on the content marketing strategy for micro focus which successfully increased the awareness about Micro Focus offerings.

- Increased the audience engagement rate on blogs by 60% within the span of 6 months
- Achieved 2000+ interactions across the blogs and increased website traffic by 30%
- With the success of content marketing within 6 months, Micro Focus assigned TO THE NEW as their integral partner for all digital activities and added 2 new projects: LinkedIn lead generation campaign for reaching out to 3000+ DevOps professionals and development of face recognition application to collect lead data at events

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