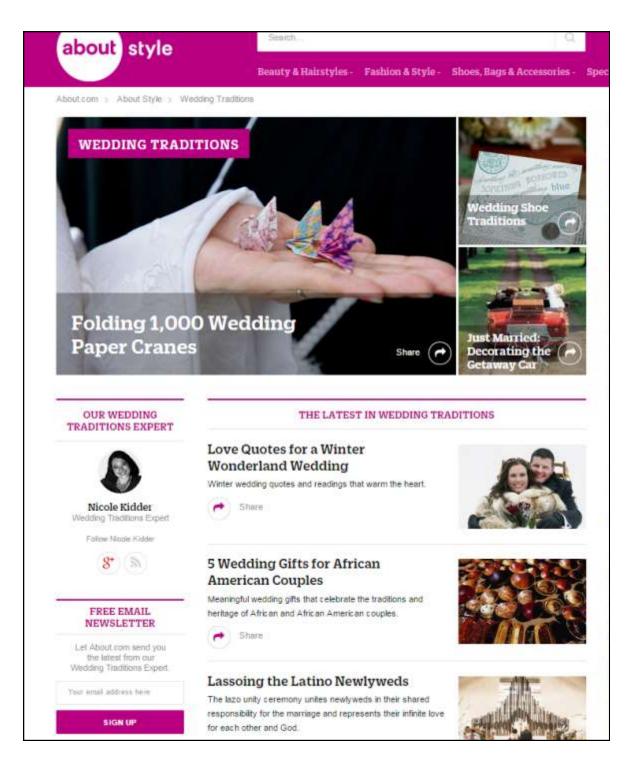
Strategic Marketing Campaign for www.WeddingTraditions.about.com

Since launching in September 2012, the new Wedding Traditions channel on About.com has achieved significant milestones. The website regularly ranks in the Top 10 among 40+ About.com channels.

The success of the website is due to a combination of high-quality content and consistent promotion via social media, including an off-site support blog on WordPress and branded inspiration boards on Pinterest.



Page Views

2012: 2,414

2013: 194,390

2014: 592,423

Total: 789,227

Strategic Marketing Campaign for www.WeddingTraditions.about.com

Goal

Between January 1, 2014, and December 31, 2014, increase overall page views by 50%. Based on reaching 194,390 page views in 2013, the 2014 goal is 291,585.

Objectives

- Publish 4-8 articles each month to build content that Google can index.
- Obtain and maintain a No. 1 ranking on Google search results for 12 articles.
- Develop a stronger presence on Pinterest to encourage click-through to the website.
- Leverage personal Facebook network to identify people who are getting married and then send them an invitation to browse the articles.
- Continue to utilize the Traditions Wedding Blog on WordPress to promote content on About.com.

Target Audience

Brides: 75% of audience

Guests/Wedding Attendants: 25%

Implementation of the Campaign

- 1. Focus on producing superior content to what is already published online. This will attract Google search engine crawlers and encourage visitors. By publishing 1-2 articles each week, Google has more content to index, and the website becomes a trustworthy, go-to resource for wedding planning.
- 2. Research how to create a Pinterest Business account to establish the Wedding Traditions brand.
 - a. Develop inspiration boards that showcase wedding traditions brides want to pin to their boards and share with others.
 - b. Promote articles by pinning them to the corresponding inspiration board.
 - c. Promote boards by including links back to Pinterest within corresponding articles.

Evaluation of Results and Lessons Learned

This multi-approach strategy has generated 592,619 page views to-date (November 30), resulting in a nearly 205% increase. The all-time high hit at the height of wedding season in August 2014 with 72,900 views. Steady traffic growth is organically achievable by offering quality content that visitors want to read and engage with. Next year, explore increasing content production during the height of wedding season, between May and September, to help boost page views.

Additionally, 14 articles have been identified as reaching the top spot on Google under specific search terms. Dozens more appear above the fold and on the first two pages.

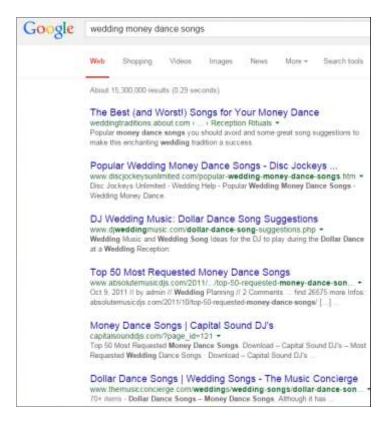
Activity on Pinterest has grown significantly with average daily impressions rising from 2,035 in February 2014 to 4,200 in November 2014. The project is time-consuming but worth the exposure and further investment. When pinning About.com Wedding Tradition articles to a board, it had often already been posted by a bride-to-be. Now that the brand is established, it is time to focus on more in-depth engagement with Pinners.

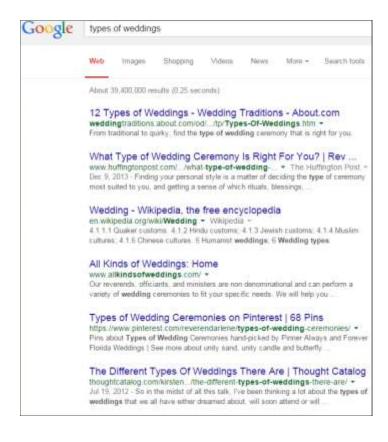
The most effective promotional channels are the places where the target audience hangs out. LinkedIn and Facebook do not direct much traffic to the website; however Facebook provides good leads to connect with people who already trust me. Pinterest shows the most potential.

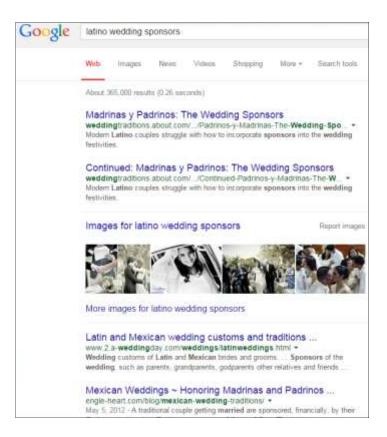
Google Rankings

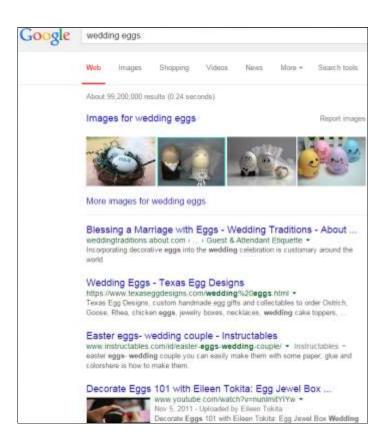
More than a dozen articles currently rank in the No. 1 spot for Google's search engine results (SER) based on specific keywords. Dozens more rank on the first page just after popular websites, such as Pinterest, YouTube and The Knot. Quality content, appropriate tagging and strong META data have contributed to this success.

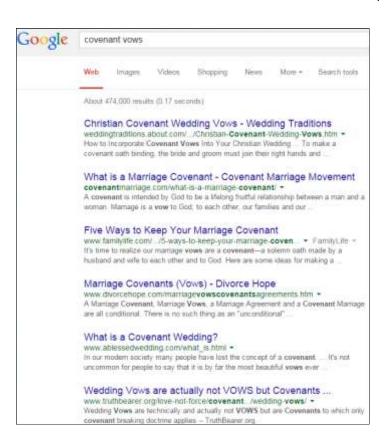


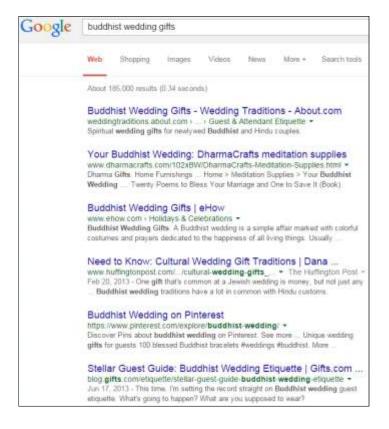




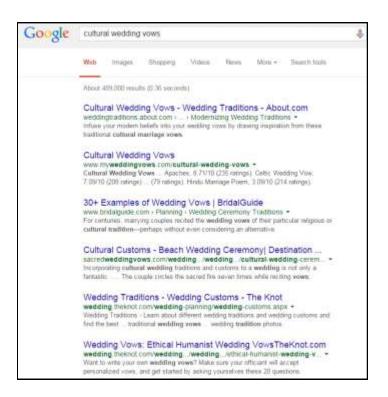


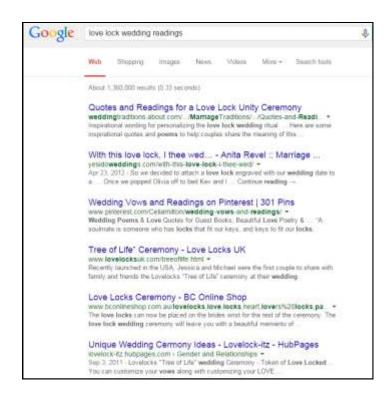


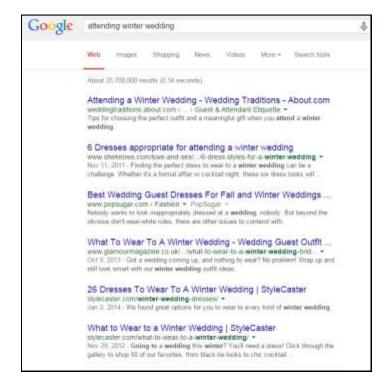


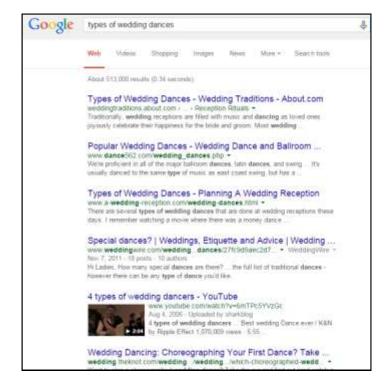




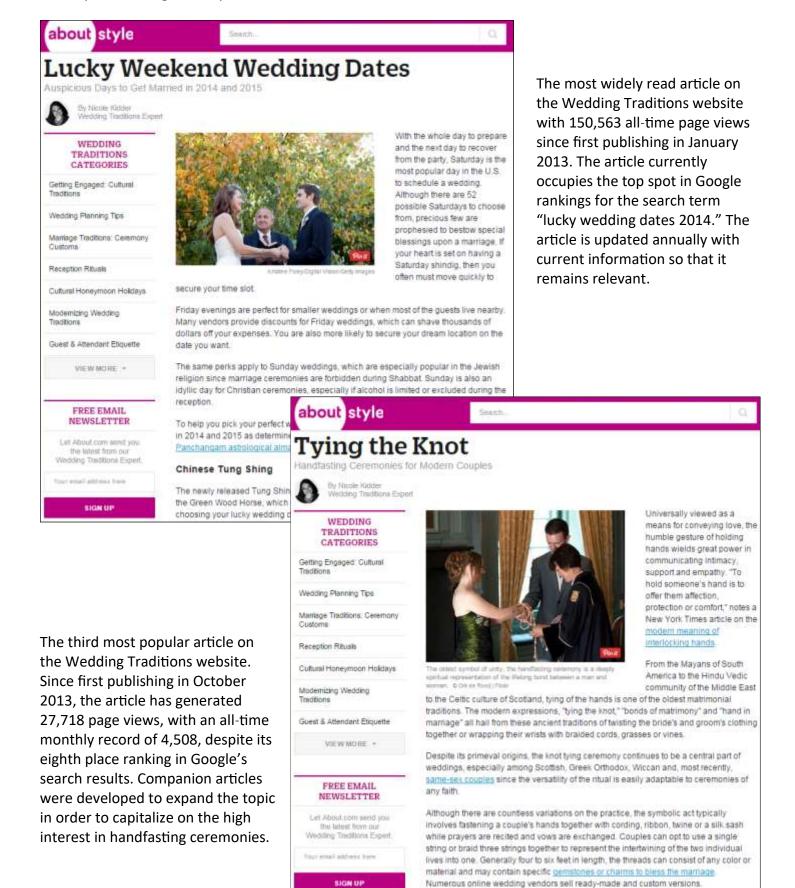






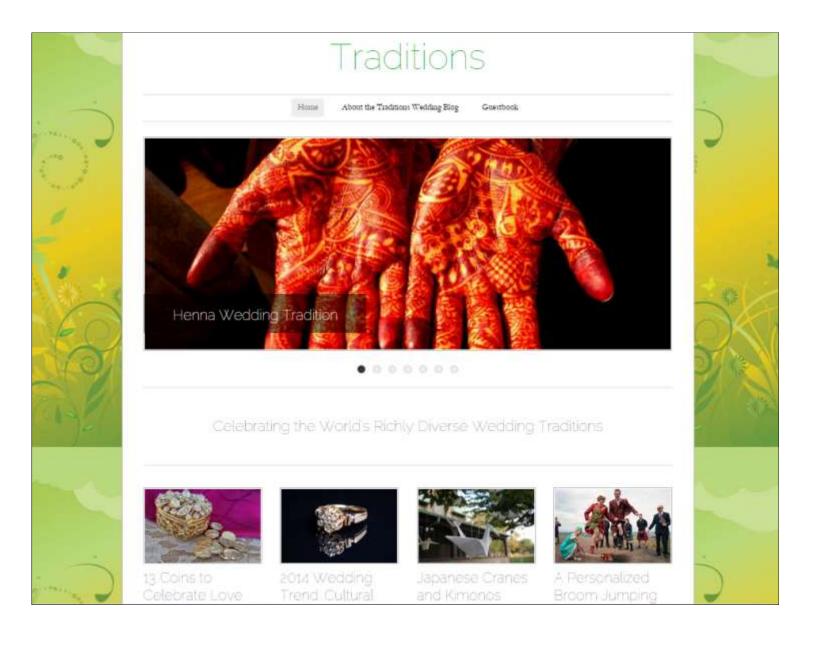


Content ideas are generated through regular reviews of the performance of current articles in About.com's CMS analytics system as well as research on high-performing, low-competition short and long-tail keywords using industry SEO tools.



www. Traditions Wedding Blog. word press. com

The Traditions Wedding Blog was designed to drive traffic to the articles on the Wedding Traditions channel at About.com. The WordPress blog enables me to share personal thoughts on article topics, expand content, engage with readers and promote recently published pieces on Facebook and LinkedIn. The strategy has been successful in directing 15,120 clicks to the parent website. With 47,356 all-time views on the blog, the click-through rate (CTR) is nearly 32%.



Traditions Wedding Blog on Pinterest

With brides turning to Pinterest as a primary resource for wedding ideas, efforts should be focused on developing a strong presence on this social media platform to drive traffic to the Traditions Wedding Blog and the About.com Wedding Traditions channel. This strategy has successfully generated 180 followers and 283 clicks to the blog. In turn, the blog has directed 281 clicks to the Pinterest inspiration boards.

Pinterest analytics identify a prime opportunity to capitalize upon the 95,736 monthly viewers to increase the click-through rate and number of engaged visitors. To encourage this, a recently published an article on WeddingTraditions.about.com promotes the Pinterest boards and tells readers how they can add wedding tradition articles to their own boards. Other relevant About.com articles were pinned to corresponding boards. The goal is to increase the click-through rate by 20% in the next six months.

Pinterest Metrics	
Followers:	180
Avg Daily Impressions:	4,353
Avg Daily Viewers:	3,292
Avg Monthly Viewers:	95,736
Avg Monthly Engaged:	738
Pinterest Traffic Driven to WP:	283
WP Traffic Driven to Pinterest:	281

