

How Maxus & BT Business used Organic Media Solutions to directly increase Performance

The Challenge

BT Business and Public Sector launched a new website in January 2016 and the challenge was to identify a lucrative part of the website where we could increase the size of the audience and the number of potential leads for the client's highly effective sales team to talk to. The campaign also needed to pay for itself and work in conjunction with the efficient paid activity already in place.

How did we decide on the approach?

A recent [Kantar TGI study](#) showed that 59% of Telco business decision makers use the web as a source of business information, and this suggests organic search (SEO) is the medium most used by members of this audience to research new information.

In addition, we identified the [Business Phone Systems](#) category as ideal for optimisation as it didn't have the type of content that would support someone researching (e.g. not particularly accessible, full of jargon and technical). There was also a need to build the audience even further since the launch of the new site and these communications installations are very lucrative (multiples of £10k).

The approach we took based on these insights was to interrogate Google organic search and paid search data to find out exactly what this audience is looking for.

In addition to this, we interrogated call centre data to learn what feedback people had about the existing content in the Business Phone Systems section. The two most interesting pieces of insights were:

- This audience needs prices in order to make a decision (even ballpark numbers)
- This audience wants content to be 'bitesize' i.e. not long form like data sheets but put into chunks that can be easily assimilated (e.g. tables)

All of the above influenced our approach in terms of site structure and content production.

What did we do?

We re-organized this site section to make sure that there were clearly defined, measurable user journeys for our audience to follow.

We built content around popular generic search terms (e.g. [phone systems] – 720 searches per month (Google UK), [business phone systems] – 590 searches a month (Google UK), [voip phone systems] – 720 searches a month (Google UK) in order to extend the reach of BT Business and Public Sector to the target audience identified above as they researched this complex product area.

On all pages where we produced new content we ensured that we used prices where possible and we used more tables in a way that allowed people to compare information between the different types of system available. We also used a lot of short form content optimised for generic search terms. See the example below.

Finally, we ensured that each call-to-action e.g. 'call us for more information' was more prominent so that we can get more members of a qualified audience into the sales funnel.

RESULTS

- The number of leads received by the sales team has increased by 44% on average in the period after launch, and this figure continues to do well into 2017. This joined up with the campaign objective of building a more lucrative audience (we actually exceeded this objective as we now have more leads per week than we did before launch of the new website)
- In the first 2 weeks of the campaign, we had 2 confirmed sales that combined exceeded the campaign budget a multiple of times respectively. This tied in nicely with the campaign objective of ensuring the work paid for itself
- The visibility attained by the client for this new phone systems section would have cost approximately £4,000 if bought with paid media – this links in with the campaign objective of ensuring the work complements the paid search activity already in place

The Importance of Optimisation

Marketing in the digital age means that everything can be measured and everything is a data point that can be used to make a website work harder to bring in revenue and to work efficiently with other media.

At Maxus, we call organic performance the collection of all the disciplines we use to help our clients improve performance and users experience on their digital assets. Such channels include organic search (SEO), content and conversion rate optimisation.

We believe that all organic optimisation activities should be accountable to the same level of performance as other digital media types, with the effect of making all digital marketing spend more efficient by improving the performance of owned assets.

For example, a recent Search Engine Land [article](#) extols the truism of using SEO and paid search in tandem in order to gain efficiencies. The £4,000 worth of organic search visibility we achieved for BT business and Public Sector can be used in other areas of a paid search campaign to gain visibility where SEO is too competitive or doesn't perform as well.

Activities like conversion rate optimisation can make sure that every ounce of value from all website visits can be extracted using a data-led approach. This is particularly valuable in competitive economic conditions where every visit matters.

Page example – before vs. after implementation

Before

People go for the cloud because ...

- No hardware on the premises
- No big upfront cost
- It's simple to set up
- Automatic updates keep it at the latest version
- It's easy to add users yourself
- No maintenance costs
- Calls on the internet are cheaper
- Spread upfront payments with a finance option (Cloud Voice)
- Number isn't tied to a location (use any geographic code, [wherever you are](#))

For more information about Voice over IP, read our [Guide to VoIP](#).

People go for on-premises because ...

- On-premises can handle thousands of users
- They're not ready for the cloud
- They're in control of a system they can see and feel
- Want to own the system
- Like being able to spread the payments
- Their broadband can't support the cloud
- Want to use both the traditional and IP networks for calls

For information about using your IP network for calls and data, see [BT SIP Trunk](#) or read our [Guide to SIP trunking](#).

If you are still unsure read our [guide to phone systems](#)

- No keyword targeting
- Un-optimized text
- Lists of features are difficult to digest
- Thought leadership content is away from product pages disrupting audience journey
- Irrelevant 'filler' imagery

After

Compare on-premises phone systems

| | BT Quantum | Avaya IP Office | MiVoice Business |
|-----------------------------|--|---|--|
| | <p>Powerful, flexible entry-level on-premises system aimed at the SME with up to 48 employees</p> <p>BT Quantum</p> | <p>Combines the advantages of an on-premises system with the flexibility, agility, and features of an IP system</p> <p>Avaya IP Office</p> | <p>High-end system for businesses with complex communications needs: ideal for call centres</p> <p>MiVoice Business</p> |
| Price range | From £1,111 | From £1,649 | From £3,150 |
| Number of users | 2 - 48 | 5 - 2,000 | 16 - 20,000 |
| Ideal for | Flexible, modern platform designed to meet the needs of SMEs | Feature-rich system designed to grow with a customer | Designed to help maximise customer contact opportunities |
| Compatible with SIP | No | Yes | Yes |
| Installation | Engineer install | Engineer install | Engineer install |
| Proactive remote monitoring | Yes | Yes | Yes |
| Maintenance | 3 care options available | 3 care options available | 3 care options available |
| Upgrade | Option to upgrade Install new extensions | Option to upgrade Install new extensions | Option to upgrade Install new extensions |

- Keyword targeting
- Optimized text
- Use of prices make these products more accessible
- Lists of benefits make it easy to compare this complex product offering
- Product deep dives provide a consistent user journey leading to a clear call-to-action

