

Case Study: Performance Trust - Mark-to-Market Debate



Performance Trust Capital Partners helps mid-sized financial institutions maximize their profitability through strategic financial advisory and investment banking services.

PROBLEM

In an attempt to maximize their reach, the company wanted to promote a specific project relating to the Mark-to-Market Debate, a popular topic in their industry.

Marcel Media set an online marketing strategy in place, creating an optimized website including informational videos. With custom website development, SEO elements and digital video management, Performance Trust has set itself apart as an industry leader.

SOLUTIONS

YouTube Branded Channel

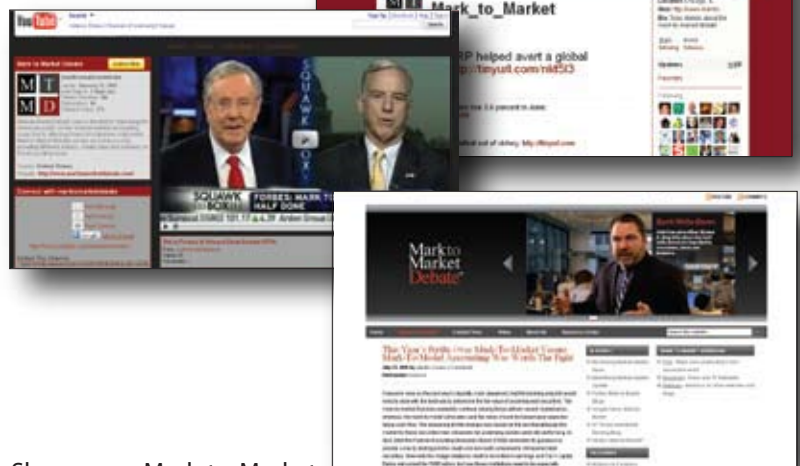
- Socializes the channel utilizing the online community
- Tracks the results with YouTube Insights and monitoring referral traffic in Google Analytics

Interactive WordPress Blog

- Optimizes each video for syndication
- Uses relevant and keyword-rich titles, descriptions and tags
- Custom reporting in Google Analytics to track downloads
- Custom email form for congressperson
- Mail-to contact congressmen
- Users can send e-mail or postal mail to their congressperson from marktomarketdebate.com. This functionality promotes positive user-interaction.

Active Twitter Profile

- Tweet moderation and compliance
- Research and interaction best practices



Shown are: Mark-to-Market Debate Twitter profile, YouTube Channel, and WordPress Blog

RESULTS

Referral Traffic

- June traffic is up 30% from May 2009.
- 25% of total site traffic comes from referring sites.

Google PageRank

- Current PR after 4 months is 3, demonstrating website relevance

Twitter

- Following 550 users
- 534 followers including:
 - Barack Obama 2008 Presidential Campaign
 - Financial Times

Organic Traffic

- 40% of total traffic is organic, which is high-quality traffic.

By leveraging video assets both on websites and through socialization channels, such as YouTube, Performance Trust is showcasing their offerings and incorporating links back to their website.

Ready to learn more?

Get started by calling us at **1.312.255.8044**

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