

Blog program generates up to 50% conversion rates:



Widen Enterprises is a leader in the graphic communications industry. Leveraging extensive graphic arts knowledge of Mac OS and Windows operating systems, complex file types, various file formats and color space conversions, Widen has experienced and mastered digital file components.

BLOGGING STRATEGY

Widen selected Compendium Blogware in order to target organic keywords in search and enable multiple employees to contribute content. All employee generated content is given a second glance by an overarching blog administrator to ensure all is appropriate before hitting the web.

Program Snapshot

Blogging Since	December 2007
Blog URL	http://blog.widen.com
Keyword Blogs	40
Author Blogs	6

Sample Targeted Keywords

Keyword	Google Organic Rank (as of 9/22)
Photography Approval System	1
Content Management and Structure	2
Web Based DAM	4

BLOGGING OBJECTIVES



On-Demand Marketing Resources

WIDEN

Ask Dr. DAM

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About My Blog

I'm Jake Athey. I've been with Widen since 2004, where I've spent a majority of time promoting and educating audiences about the role of digital asset management at the core of the digital media value chain.

About a year ago, someone told me that this business of marketing was like a soap opera. It's always changing and there's always a new episode of roadblocks - new or old - to overcome. So, I thought about the *days of our lives* and how we (as marketers) use digital media to help create *passions* for our products in efforts to trigger buying decisions among the countless other messages we're exposed to as *the world turns*.

After a few hours of contemplating life on *another world*, the Dr. DAM blog dawned on me as the *guiding light* to share real customer problems and solutions in a more general, yet loose setting. This is no *general hospital*, but I figure this shared wealth of knowledge could help you leverage digital asset management best practices along your quest for global market domination (another blog).

For everything dealing with multi-channel marketing, convergence, new media and other random thoughts and comments check out this other blog - [Marketing ?](#)

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Blogging to **generate new business**, Widen experiments with Call-To-Action's (CTA's) on their blogs that capture lead information and then feed into their Salesforce.com database.

Examples of successful CTA's include: *Whitepaper* and *Self Guided Demo*.

An ExactTarget client, Widen has recently added a web capture form to capture email addresses to build their opt in list.

CONVERSION SNAPSHOT:



Start date: 6/20
50% landing page conversion
9% Blog conversion



Start date: 4/15
18% landing page conversion
6% Blog conversion

Newsletter – List Building:

Join our mailing list:

Email:

Powered by

ExactTarget.

NEW

BLOGGING FORWARD:

Widen's success is in part due to their ability to track, measure and adjust their blog strategy. Best practices include:

- Implementation of necessary analytics to track blog traffic from visit to sales pipeline.
- Consistent testing of Blog CTA's.
- Pulse on keywords driving organic traffic and additions when necessary
- Consistent content creation among 6 employee contributors

Widen measures success in terms of ROI, which is very simple: *does the product generate enough business to cover the blogs' expense?* The overwhelming answer is: YES. The quality of traffic, measured by conversion data and closed business, led Widen to add 15 new keyword blogs via Compendium to cast a larger net in organic search.

For more information about Widen's success or Compendium Blogware Google: **Corporate blogging software** or call 317.536.6042.