

BRAND LEARNING
Driving customer-centred growth

Category number: 9

Category name: Best Website

Programme/initiative name: Revitalising our website for growth

Agency [if appropriate]: 3Mil

Brand or client: Brand Learning

URL: brandlearning.com

[Summary page]

They say ‘the carpenter’s door is always wonky’. With our attention focussed on helping clients lift their own marketing & sales capabilities, we hadn’t updated our website since 2009. It was no longer the shop window we wanted.

Research showed that while rich in content, our website had become outdated. It wasn’t responsive, search wasn’t optimised, navigation was confusing and worse, visitors left the site not understanding what we do.

To attract top clients and talent we had to:
- Make immediately clear what we do and why work with us
- Make it easy to find what they’re looking for
- Prompt them to get in touch (strong call to action (CTA) at all touchpoints)
- Work across devices
- Reflect our brand: fresh, expert and engaging

It was a big project, drawing from people across the business, but we knew it was a growth opportunity. The results show we were right:

Leap in leads
In the first 6 months we’ve already exceeded employee and client leads for the whole of last year.

Doubled visitors
New monthly average of 4578 visits
70% are new

Easy to find
+38% from organic search

Compelling content
Sign-ups to bulletin emails +539%

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[Main submission]

About the client company

Brand Learning is a consultancy with unique experience in lifting the capabilities of people and organisations to drive customer-centred growth.

We have worked with over 160 leading multinationals including Unilever, PepsiCo, Shell and AstraZeneca, to build the capabilities and performance of their commercial teams.

We have regional hub offices in London, Singapore and New York.

Strategy – broader business issues the company is facing

Our business has grown through word-of-mouth. However, as we expand internationally, we need larger global networks of talent and clients. Our website is a critical experience for potential clients and employees across the world – especially in Asia, our latest hub.

We needed our website to be a motivating representation of who we are: piquing interest and nurturing leads and what we heard from research is that it was failing to do this.

Objectives of the campaign

- Attract new clients
- Attract new employees
- Build our expert reputation

Key messages:
- We are an inspiring global partner with whom to grow your organisation
- We are experts in lifting capabilities of commercial teams
- We work with brilliant clients – and they think we are brilliant too
- Working with us is a distinctive, motivating experience
- We are a great place to work
- Get in touch

KPIs

- Leads via website: Clients +100%, Employees +52%
- Visits: +20%
- Visits from search: +30%
- Email bulletin sign-ups: +100%
- Clear and compelling understanding of Brand Learning (qualitative evidence from recruitment and inbound leads)

The target audience

We have a niche audience of time-poor, content-overloaded people who only work with credible, endorsed, consultancies.

1. Decision-makers & influencers in blue-chip companies - for marketing & sales capability building
2. Experienced marketing & sales leaders who could work for us

We identified key points in the client and employee journey where our website needed to work harder.

Media, channels or techniques used

The website was built in partnership from the start to ensure it excelled. We worked hand-in-hand with internal and external users, and combined internal & external expertise in:

- UX
- Visual Design
- Search
- Build/IT
- Content
- Recruitment
- Communication

User research, analytics and competitor reviews were used for:

1. The brief
2. Homepage concept testing (visual, layout, copy etc.)
3. Copy testing
4. UX (and beta)

At launch we ran a multichannel campaign for internal and external audiences.

Work created for the website had broader reach. For instance the design led to a new brand identity. New films that brought to life what we do, what we're like, and what we believe are used in pitches and workshops, and the what we do and who we are content is in our employee induction.

Timescales of the campaign

Situational Analysis – April 2014
Planning and pitches – April-June 2014
Design, build & testing – July-November 2014
Launch – 1st December 2014
Analysis & adaptation – Q1 2015
Content & SEO optimisation – On-going

Budgets

"These details were provided to judges in the original submission but are commercially sensitive and therefore confidential."

Results

We have successfully created a website that is a true representation of Brand Learning. Our search-optimised content hails us as expert and allows a deeper understanding of what we do, our responsive design meets customer needs, and the calls to action are generating new leads.

We have exceeded our targets.

Leap in leads
In the first 6 months we've already exceeded last year's employee and client leads.

Doubled visitors
70% are new

Easy to find
+38% from organic search

Compelling content
Sign-ups to bulletin emails +539%
Potential employees, clients and partners show they understand what we do, and cite website content when they meet us
From never appearing in our Google analytics – thought-leadership pieces are now always in the top 6 viewed pages

The ROI comes from many sources:

Recruitment
“These details were provided to judges in the original submission but are commercially sensitive and therefore confidential."

Clients
“These details were provided to judges in the original submission but are commercially sensitive and therefore confidential."

Content for the team
We have opened up our content to the entire business with a searchable archive of published articles and films that teams can use to add value to their clients, deepening relationships.

Time-saving and quality
Moving from an inflexible bespoke CMS to Umbraco has made us efficient and agile. It used to take half a day to publish a blog. Now it takes 10 minutes.

Client testimonial

“Our new website is a superb reflection of what Brand Learning offers to our multinational clients and to our employees globally. It is fresh, dynamic, professional, informative, easy to navigate with great functionality… and it’s working hard for us – attracting great new people and big new leads.”

Mhairi McEwan
Group CEO and Co-Founder, Brand Learning

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Supporting material supplied

1 - Results Graphic - Summary Section 2 - Timeline - About Client Company Section 3 - Old website - Strategy Section 4 - Client & Employee Journey – Target Audience Section 5 - Brand Learning 9 Facts - Media Channels Techniques Section 6 - What we do Services Bar - Media Channels Techniques Section 7 - What we do video - Media Channels Techniques Section 8 - A2 presentation board

Submission ends