

How Your Marketing Co. Found Success in its B2B Marketing

Your Marketing Co. has been a successful business for more than a decade, providing credit unions with strategic marketing and branding services for more than a decade, and more recently branched into strategic planning. We were growing, but we could do more. I wanted to practice what I preach: Gain the power of an educated outside perspective.

Getting Started on the Right Foot

“As a marketing expert, I understand the power of having outside perspective to help craft a strategy and message,” Bo McDonald, CEO of Your Marketing Co., explained.



When Your Marketing Co. first engaged Cooke Consulting Solutions more than two years ago, the two organizations interviewed each other to determine a good fit, even though they had some familiarity. Bo is a well-known credit union thought leader, as is Sarah Snell Cooke, founder/principal of Cooke Consulting Solutions and previous publisher/editor-in-chief of *Credit Union Times*. As they talked through business philosophy and mission, alignment was definitely apparent.

Sarah asked about Your Marketing Co.'s objectives for both the business and its marketing strategy. They delved into what Your Marketing Co. had been doing and what it wanted to do.

“Much like we do for our clients, Sarah asks the right questions to be able to help us be objective about our brand and craft the right strategy and message to be successful,” Bo shared.

Because Your Marketing Co. has a very distinctive brand voice, the companies determined what was needed was more strategy around its content marketing, including social media, editing, timing and SEO, and public relations strategy and execution.

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Getting to Work

As Your Marketing Co. dug deeper into its business with Cooke Consulting Solutions, the strategy began revealing itself. Cadence was balanced between content and capacity to deliver and share that content.

Sarah reviews blogs for Your Marketing Co. to ensure search engine optimization for the long-tail keywords for which the company website is trying to rank, internal links, as well as grammar and style; interviews clients, writes, gets approvals and distributes press releases; advises on social media and newsletters; consults on website UX, makes recommendations on the company's client and prospect newsletters and more.

Bo said Sarah's 23-year background in the credit union community makes the process much easier, rather than having to educate someone who doesn't know about credit unions, the market players and the unique vernacular.

Engagement

- SEO
- Writing & Editing
- Media Relations
- Website
- Newsletters

Bo added, “Sarah has the knowledge about the industry we need, and the connections in the industry that help us get our message in the right places. She's also helped connect us with others within the industry we wouldn't have otherwise met.”

Getting Results

The industry knowledge and connections that help deliver messaging in the right place at the right time is crucial for a boutique business partner. Following a carefully planned content calendar encompassing blogs, press releases, op-eds, email marketing and social media, Your Marketing Co. executed on that plan, including biweekly check-ins on progress from both sides.

Your Marketing Co.'s public relations efforts have increased brand awareness and even business through press releases and thought leadership content published in the primary credit union publications. One particular press release that received coverage in *Credit Union Times* resulted in a prospective credit union calling up Bo and asking him, 'Can you do that for us?' He closed the deal. Sarah also recently began sharing opportunities for broader mainstream coverage as well.

Additionally, focusing Your Marketing Co.'s website content using long-tail keywords and cleaning up some items on the backend of the website have attracted a much more meaningful audience for the business. About 6 weeks into the engagement, which began in the summer of 2020, Your Marketing Co. received its first organic website lead ever and more to come! While overall traffic decreased, engagement metrics like pages per session and session duration increased resulting in a nearly 100% increase in 'contact us' form fill page visits for prospects to learn more about Your Marketing Co. Driving users to explore a business' website increases their understanding of your company, builds trust and helps keep the brand's offerings top of mind.

Also, the company's social media audiences have increased many times over, and with particular focus on LinkedIn given the nature of Your Marketing Co.'s business, website traffic from that social media platform increased as well.

"YMC has been successful with our content marketing thanks to Sarah!" Bo concluded.

For companies looking for a B2B communications firm, Bo said of Cooke Consulting Solutions: "Just do it!"



Cooke Consulting
Solutions

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