

CDG Case Study



Turnkey Company Blog

Executive Summary

CDG is a provider of billing and other OSS software solutions to the telecommunications industry. In late 2015, CDG decided they would like to launch a company blog, but lacked the expertise and ability to generate timely and relevant content. As a longtime client of Pivot Media, they turned to us for help. After collaborating with CDG, we both determined that the beginning of 2Q'2016 would be the launch date of the new CDG company blog. CDG's blog is now active and has generated some impressive results.

"Working with Pivot Media on our blog project was a great decision for CDG. Their expertise has been instrumental in helping get our company blog launched and their ongoing support of content development and blog site visitor referrals has helped us exceed our goals for the blog."

- Ryan Travaille, CDG

The Challenge

CDG recognized that while adding a corporate blog was desirable for their overall marketing strategy, they lacked the resources and expertise to do it right. They needed expert advice and ongoing support to ensure their blog became an effective marketing tool.

- There are best practices for launching a blog and CDG needed insight so they didn't reinvent the wheel
- In some ways, launching the blog is the easy part. Populating that blog with timely and relevant content consistently is the bigger challenge.
- A blog is useless if no one is reading it. CDG needed help with generating visitors and web traffic to their new blog.

The Solution

CDG turned to Pivot Media to help strategize, launch, and publish their corporate blog. The initial engagement included consulting with CDG on best practices for blog development and launch. CDG then engaged Pivot to create and publish relevant and timely blog content on a consistent basis. Finally, CDG leveraged the Telecompetitor Affiliate Network to guarantee blog and web visitor traffic. The results have been impressive.

- As a result of launching the blog, CDG has seen its overall corporate website traffic grow by 48% from a year earlier, and 34% between the 2Q'2016 and 3Q'2016 (includes blog traffic)
- New visitors to the CDG website have grown by 48%, compared with the same period from a year earlier
- Page view growth increased by 31% over the previous year period and by 13% between 2Q'2016 and 3Q'2016