



CASE STUDY

BLOG DELIVERS OFF-THE-CHAIN RESULTS

INDUSTRY

Supply chain software

CHALLENGE

Elevate SnapFulfil's blog to position the company as the go-to source for news and thought leadership around small- to mid-sized warehousing

SOLUTION

Develop a content strategy focused on relevance, cadence and keywords to deliver unexpected insights from SnapFulfil executives, covering both broader "hot topics" and more specific warehousing challenges

EXPERTISE

Thought leadership | Content marketing | Digital Marketing



There's no shortage of content available for those looking at supply chain software. From blogs to whitepapers, infographics to videos, logistics professionals are eager to share their knowledge – especially as the industry changes rapidly, and the COVID-19 pandemic put the supply chain function in the spotlight.

But with the average reader dedicating only seconds to a piece of content before deciding whether to continue reading, how can a supply chain company cut through the noise and offer insights that really capture a buyer's attention?

SnapFulfil, a UK-based supply chain software company focused on small- to mid-sized warehouses, came to Arketi with that question when it wanted to capture a North American audience. Our response: make your content credible, make it relevant, and make it frequent.

MEASURING WHAT MATTERS



1000%

increase in retail industry brand awareness



800%

ROI for every \$1 spent



5

new customers from organic search

LAYING THE GROUNDWORK

"If you want to be a thought leader, you have to have a thought" – that's one of our team's favorite sayings. Arketi launched the campaign with an in-depth brainstorm, digging into each SnapFulfil executives' interests and areas of expertise. We used that information to start building a thought leadership platform, with headlines and content topics that connected executives' strengths to broader supply chain trends.

We also took a deep dive into SnapFulfil's existing blog to uncover whether its previous content was on-target, and see if there was a better way to consistently deliver the message that SnapFulfil was a viable retail supply chain expert. This process allowed Arketi to identify what content topics best aligned with SnapFulfil's sales goals, and how we could further elevate them.

HOW WE GOT IT DONE

As Arketi developed a content strategy, we worked to ensure SnapFulfil's blog would excel on three measurements:

- **Relevance.** To ensure SnapFulfil blog content was relevant to its target audience, Arketi combed not only through competitor blogs but those managed by leading supply chain magazines. We analyzed that information and came up common threads to determine key topics and competitor positioning. Additionally, we interviewed subject matter experts to discover customer pain points and then brainstormed ideas on how SnapFulfil could help provide solutions.
- **Cadence.** To differentiate the blog and to establish credibility and regularity among SnapFulfil's target audience, Arketi created and filled a calendar with a steady stream of weekly blog posts. Topics covered everything from warehousing challenges to inventory, to hot button issues such as Brexit, and even unexpected angles – such as lessons supply chains executives could learn from the Super Bowl.
- **Keywords.** We sprinkled in posts promoting SnapFulfil's most-recent case studies, whitepapers and summaries of published articles – which Arketi also helped create. Plus, we conducted research on relevant keywords and phrases to help Snapfulfil rank on search engines and wove them into blog posts – thus, increasing content visibility for new prospects.

THE BOTTOM LINE

Within 12 months, Arketi produced 41 blog posts designed to drive thought leadership and interest in SnapFulfil's technology – 37% more posts than originally planned.



Arketi quickly grasped our offerings and helped us hone our message. We couldn't be more pleased with the results.

Kirk Anderson

Executive Vice President of North American Sales
SnapFulfil

Several popular posts increased traffic through Google, familiarized readers with SnapFulfil's C-suite and VPs, and drove prospects through the sales funnel. Within the program's first year, SnapFulfil gained five new customers from its organic search results.

Plus, for each \$1 spent on blog content development, SnapFulfil achieved \$8 in revenue – **an 800% ROI.**