

Client: Splice Today

Business

Splice Today (www.SpliceToday.com) is a web magazine that produces unique, offbeat articles ranging from politics, music, sex, sports, and top news stories. The content is organized into a collection of linked articles, original writing and multimedia.



Objective

Splice Today had two primary objectives for the online marketing programs which were to increase traffic to their Website and increase overall brand awareness.

Approach

Prime Visibility's Social Media Marketing Team promoted each original article from Splice Today to high profile social media Websites (Digg, Reddit, Propeller, etc.). A Facebook pay per click (PPC) campaign was also implemented, targeting individuals ranging from 18-25 in the United States. The campaign was measured using a Google Analytics tracking code that showed referring traffic produced directly from Prime Visibility's social media marketing efforts.

Results

Prime Visibility's Social Media Marketing Campaign resulted in an increase in Website traffic to SpliceToday.com from 7,634 visits to 269,855 visits and the total referring traffic per month increased from 3,959 to 250,605 within seven months. Total page views per month increased from 16,731 to 338,326 during that same time period. In addition, Prime Visibility referred 169,866 visits and the total unique visitors per month increased from 4,997 to 239,402 in November according to the Google Analytics tracking code.

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The charts below represent monthly traffic totals for SpliceToday.com from May through November 2008. The traffic to SpliceToday.com displayed a significant growth curve throughout the entire length of Prime Visibility's Social Media Optimization campaign.



Social Media Marketing campaign summary:

- Comparing the month of November to May, total visits/month increased 3,435%
- Comparing the month of November to May, total pageviews/month increased 1,922%
- Comparing the month of November to May, total referring traffic/month increased 6,230%
- Comparing the month of November to May, total unique visitors/month increased 4,691%

According to the Google Analytics tracking code, Prime Visibility referred 288,893 visitors to the SpliceToday.com website between June and November. This is a total of 49.01% of SpliceToday.com's total traffic.