

# How Strategic Marketing Increased Doran's Web Traffic and Social Reach

THE SOCIAL BRAND CASE STUDY

## INTRODUCTION

Doran Manufacturing is a world-class manufacturing company focused on technical solutions for the transportation industry such as tire pressure monitoring systems, Sleeping Child Check Monitor systems, and more. Doran is a family-owned company that was founded in 1953 and named after the two owners' wives, Dorothy and Ann.

Over the course of time, Doran transitioned from a focus on electrical interconnection products to manufacturing vehicle safety products. Due to the nature of their industry and the quality of their products, strategic marketing was both unwarranted and unneeded in the beginning.

However, as time progressed, both the world and the industry transformed with the digital age. Competitors emerged and the internet transformed how their target audience made decisions surrounding their product lines. In 2000, Doran first developed their web presence in a very primitive manner.

By 2007, Doran Manufacturing brought in an outside General Manager-turned President, Jim Samocki, who took over the majority of the marketing efforts of the company. From occasionally posting to social media to overseeing what was added to the website - Samocki managed all outbound marketing efforts. Although not a marketing and web professional, but rather an expert on vehicle safety solutions, Samocki added marketing to his list of responsibilities as many executives do. By 2021, the website had become bloated to well over 50 pages that were extremely difficult to navigate and dense with product features that told potential customers little about the benefits of working with Doran. Additionally, the website performed poorly and didn't contain modern navigation and marketing technologies. The executive team concluded that these marketing efforts were simply not connecting to sales initiatives.

## STATS AT A GLANCE

- 47% Spike in Web Traffic
- 36,000 Impressions
- 5% Click-Through Rate
- 18% Open Rate



## THE CHALLENGE OF CREATING A STRATEGIC MARKETING STRATEGY

When The Social Brand team and Doran first met in 2021, Doran was actively pursuing a strategic marketing partner. Their conclusion that sales initiatives were going unsupported by their marketing efforts had led them to make a change.

Doran Manufacturing's marketing strategy was very reactive rather than proactive. Their brand guidelines had not been defined, meaning that each and every piece of collateral was up for interpretation. Marketing campaigns were not planned out ahead of time, web updates were made on the fly - regularly increasing the size of their evergrowing site instead of intentionally considering user experience. Leads were not nurtured through marketing efforts but rather manually through the sales team's efforts. The Doran Manufacturing website was not used as an asset in any stage of the customer journey by either staff members or potential customers.

With big goals for growth in their fiscal year of 2021, Doran's executive team decided to make a change by outsourcing their marketing efforts as is normal for organizations of Doran's stature.



## WHY DORAN MANUFACTURING CHOSE THE SOCIAL BRAND

Doran Manufacturing was referred to The Social Brand by a former client as they began seeking out a strategic marketing partner. In the initial meeting together, Doran dove headfirst into the tactical piece of what should be done to help grow the business. Should they be on social media? Should they be paying for design time?

However, The Social Brand team recommended that we start at the beginning and first go through the proven path of Promotion - first starting with Strategy.

Having a proven model that better informed the decision-making process of what tactics and strategies to implement and in what order assured the Doran Manufacturing executive team of their decision to hire The Social Brand.

## HOW THE SOCIAL BRAND RESPONDED

In our first step together, The Social Brand and Doran Manufacturing worked together to develop a comprehensive marketing plan uniquely designed to help them reach their strategic goals. Doran's executive team was excited to transform their marketing efforts from reactive to proactive. Together, The Social Brand and Doran Manufacturing identified current challenges, audited current marketing efforts, reviewed competitors, and established a phased plan on how to revamp Doran's approach to their marketing strategy.

Next, they began implementing the marketing plan one phase at a time, first starting with branding. This process included developing an in-depth brand guide with updated branding elements, consolidating their 50+ page website into a concise yet impactful 15-page website, and revamping other core pieces of sales initiatives for their brand. This update strategically aligned their branding with their target audience and reduced barriers.

From there, they continued implementing the marketing plan by continuing into the Content Creation phase where social media management and content marketing was initiated. This process continued implementing the fresh branding across social media platforms and began strategically growing the audience of Doran Manufacturing. The continued development of content bolstered the nurturing process of new audience members, a function previously only completed manually by the sales team.

## CONCLUSION

Is your organization struggling with ineffective or reactive marketing efforts? Reach out to The Social Brand to learn more about using the proven Promotion Path to grow your business.

## THE RESULTS

Prior to writing the marketing plan, we used Google Analytics to set a baseline in website traffic. As a result of our refined marketing strategy, Doran experienced a 47% spike in web traffic the month of their website launch and an overall increase of 9.9% in subsequent monthly traffic from their ongoing efforts.

Additionally, ongoing content development efforts transformed the website from an archaic tool no one referenced to a live resource that customers actively accessed, cutting down on customer service interactions significantly. In fact, the customer service page is consistently being accessed about 1000 times a month.

Content marketing production for social media increased their audience by 15% across two platforms and produced more than 36,000 impressions in just over a six-month period. By adding email marketing to their strategy, Doran began nurturing relationships with active customers, partners, and prospects who had shown interest in the company. With a very successful average of an 18% open rate and over 5% click-through rate, Doran discovered that their audience was very engaged in the content that they were producing.

Doran's transformation from reactive to intentional and proactive marketing efforts has improved their customer experience, enhanced their talent generation, and has finally begun supporting the efforts of their sales team by nurturing leads with consistent and quality content.