



CASE STUDY:

# HOW

## Content Marketing

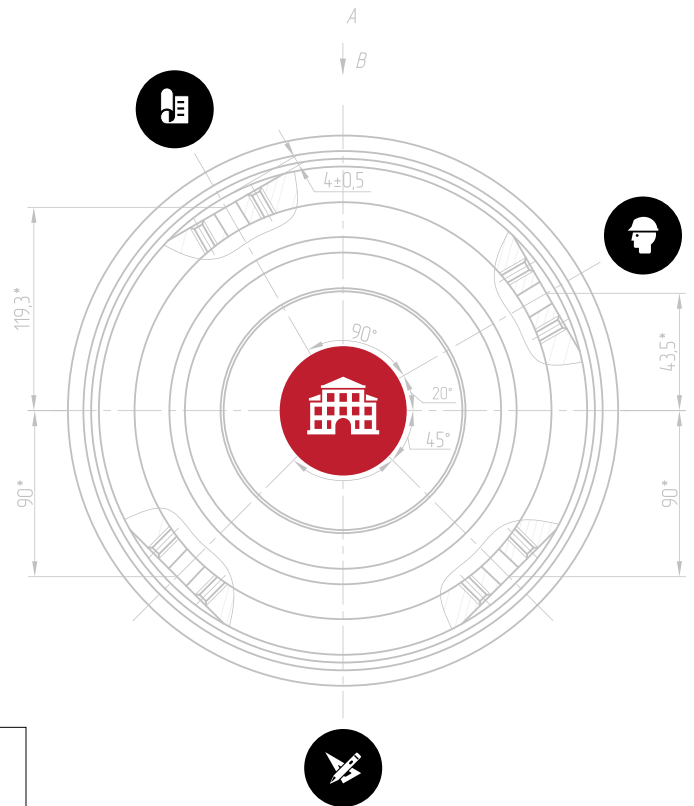
Grew Stellar Into an  
Industry Authority and  
Drove Millions in Revenue

REPUTATION<sup>ink</sup>

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## Our Client:

A half-billion-dollar design, engineering, construction and mechanical services firm, **Stellar** is a world leader in designing and building food processing plants, serving clients such as Heinz, Starbucks, Nestlé and more.



## Challenge:

Traditional marketing and sales tactics like trade shows and cold calls are not as effective as they once were. Today, **potential clients do their homework before sending an email or submitting a request for proposal (RFP)**. They turn to the internet to solve problems and answer questions, which presents an opportunity. If Stellar could solve those problems and answer those questions, the company would be positioned as the industry expert and the go-to provider the prospect would turn to when ready to buy.

## Our Solution:



In 2013, we helped Stellar launch *Food for Thought*, a blog focused on the design and construction of food processing facilities. *Food for Thought* features weekly posts authored by Stellar subject-matter experts (with help from our team of ghostwriters). The content focuses on issues affecting food manufacturers, establishing Stellar as an authority in the industry.

**Our team manages *Food for Thought* from start to finish, including:**



We also launched an editorial board that meets regularly to drive the direction of the blog's content.

**BUT THE BLOG WAS JUST A STARTING POINT.**



We developed a content platform full of **e-books, checklists, white papers** and **infographics** that attract and nurture high-quality leads that can be passed on to the Stellar sales team to close the deal.

# Results:

The *Food for Thought* blog has solidified Stellar's reputation as an industry leader and **generated millions of dollars in business**—well beyond the company's initial investment.

SO FAR,  
**FOOD FOR THOUGHT**  
HAS **GENERATED:**



\$\$\$ **MILLIONS**  
IN **NEW** BUSINESS

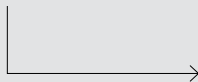
**600+** **QUALIFIED**  
**LEADS**

 **80%+** **INCREASE**  
IN **GOOGLE** ORGANIC TRAFFIC

 **60%+** **INCREASE**  
IN THE COMPANY'S **LINKEDIN** FOLLOWERS

**NEARLY**  **40%** **INCREASE**  
IN **UNIQUE** WEB VISITORS

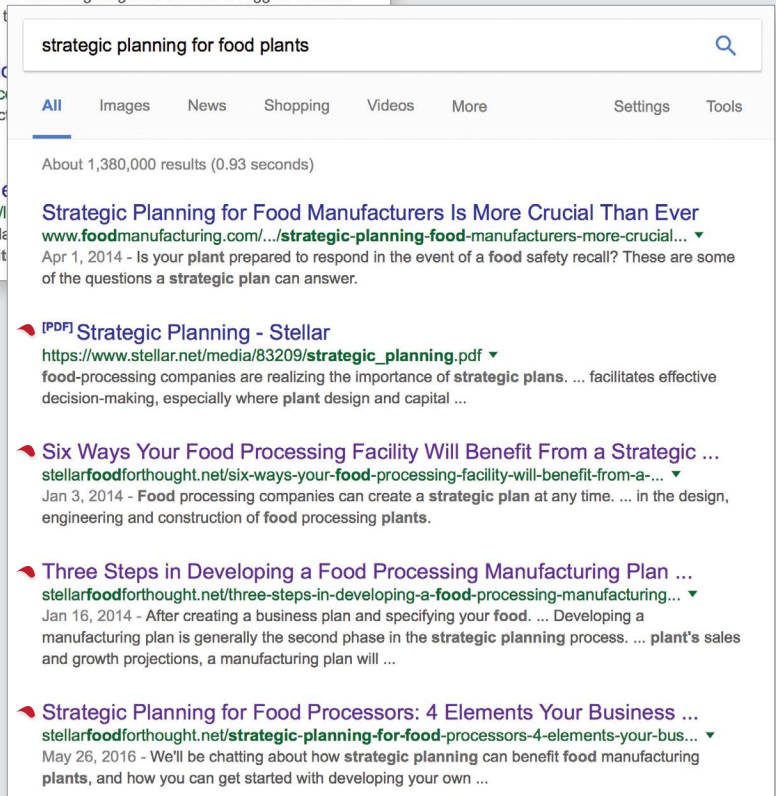
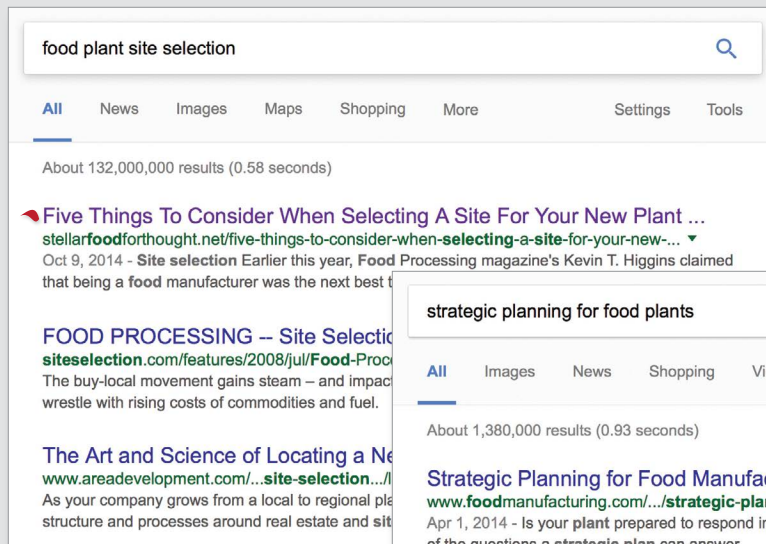
The blog's effectiveness has even received national recognition with a first-place win in the **Society for Marketing Professional Services (SMPS) Marketing Communications Awards**. In 2015, *Food for Thought* won the *Jacksonville Business Journal's BizTech award* for "Best Website for Generating Business and Leads."



Society for Marketing  
Professional Services



**Quality content was key to driving an 80%+ increase in organic traffic**

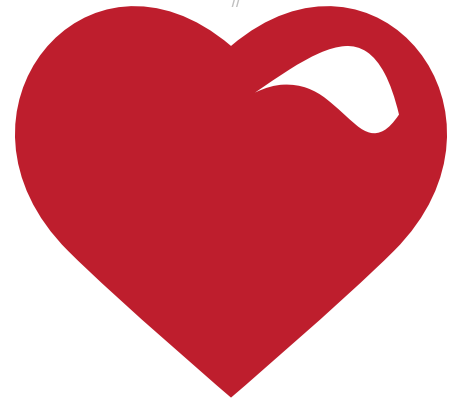
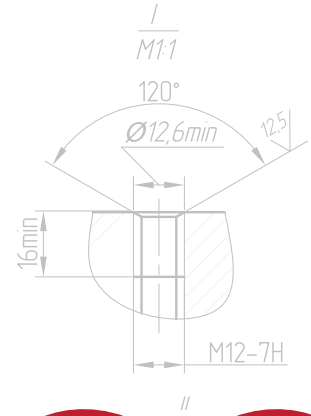


## Developing Stellar as an industry expert in key trade publications

*Food for Thought* blog posts are regularly republished (at least once a week) by food industry trade media, **extending its monthly readership to more than 610,000 people**. In fact, several publications now turn to Stellar subject-matter experts to provide input on articles and to produce editorial content.

Increased sales and website traffic are obvious signs of the blog's success, but none of that would be possible unless the content was strategic and high-value.

**Mission accomplished.**



“ **I LOVE** YOUR BLOG AND READ IT EVERY WEEK. IT REALLY DEMONSTRATES HOW WELL YOU **KNOW AND UNDERSTAND OUR MARKET.** ”

CEO of large food manufacturer (Stellar's target audience)



If you're ready to discuss how content marketing can generate revenue for your AEC firm, please contact us at [info@rep-ink.com](mailto:info@rep-ink.com) or sign up for a **complimentary, no-obligation consultation.**