

# BLUE CAP CASE STUDY

How Blue Cap used Network's Social Tracking Tool to Make their B2B Conversions Skyrocket!

## OVERVIEW

Conversions and engagement have been generated for B2B brands as another channel where the phrase "If you build it, they will come" was thought to apply. Reality: If you created something great, people will just drive to it for its goodness. But we know that's not true today, not ever in our life.

To achieve our goal of reaching a highly specific target audience, we decided to combine Network's Sponsored Updates and Multicast Discovery Targeting with our own proprietary social audience tools.

This approach helped us reach the business-minded professionals we needed to, for the most sharing and comments that went toward any initial conversations with the target audience.

"As a Certified Ad Partner, we've seen up close how Network ads attain outstanding results for client advertising strategies. So, when we decided to run our own campaign focused on generating high-quality B2B leads, adding the power of Network's Sponsored Updates to our own real-time tracking technology was a step forward for us."

- **Renata Fitzgerald** Vice President, Marketing @ Blue Cap

## APPROACH

### Testing Content was Essential

Leveraging Network's direct sponsored content feature to launch ads to our ideal B2B audience to determine the best post before sending them live.

### Well-Targeted Targeting

Network's premium professional targeting let us reach 3 unique groups focused on social marketing, along with similar groups that exponentially increased our reach.

### Segment Mobile

We made sure to optimize content for mobile, but also desktop.

### Multifaceted Social Tracking

Distinctions in our ad copy to track multi-targeted activity beyond the first click, social sharing and conversions.

## RESULTS



**42%**  
under CPA  
(cost-per-action) Goal



**162**  
conversions tracked  
across all interactions



**21%**  
conversion rate

## CONCLUSION

To maximize quality content over quality leads, B2B brands need access to a premium, relevant audience in which content can be social and instantly distributed to also social, giving marketers the ability to measure the value of their ads, and how it compares to the conversions they receive. Blue Cap has combined these elements to help business-focused B2B companies see marketing and business success.

# Niche Website Case Study Examples Without Paid Ads How To Improve

**R Barnett**



## **Niche Website Case Study Examples Without Paid Ads How To Improve:**

**Economic Impact of Open Source on Small Business: A Case Study** Mike Henderickson,2012 [Ramp Up Your Website Traffic for Free: Top Methods That Really Work](#) Shu Chen Hou, Looking to drive more traffic to your website without breaking the bank Look no further than Ramp Up Your Website Traffic for Free Top Methods That Really Work This comprehensive guide is packed with proven strategies and techniques to help you attract more visitors to your site without spending a dime on advertising Whether you re an established business owner or a new blogger just starting out this ebook has everything you need to know to take your online presence to the next level From optimizing your website for search engines to leveraging the power of social media this guide covers it all You ll learn how to Use targeted keywords to improve your search engine rankings Create compelling content that resonates with your audience Build a social media following that drives traffic to your site Connect with influencers in your industry to expand your reach And much more With Ramp Up Your Website Traffic for Free you ll discover the most effective ways to drive traffic to your website all without spending a dime on advertising So what are you waiting for Get your copy today and start ramping up your website traffic for free **SEO**

**Mastery Playbook Next-Gen Tools & Strategies, AI-Powered Future of Search for Winning in AI Era** Karminder Ghuman, PhD & Raj Santra,2026-01-16 This book offers a fresh techno marketing approach to SEO authored by academic expert Dr Karminder Ghuman and technical SEO specialist Raj Santra It demystifies search principles and shows how to apply them in an AI driven landscape where platforms like Google and Gemini act as intelligent gatekeepers Designed as a practical toolkit the book provides hands on exercises tools and real world examples that help readers build effective SEO strategies Organized into 10 structured steps it guides learners from foundational concepts to advanced techniques ensuring a clear actionable pathway toward stronger visibility sustainable organic growth and competitive digital advantage **B2B Marketing** Toni J. Young,2024-01-10 Welcome to a journey through the dynamic and ever evolving world of B2B marketing In this book you delve deep into the strategies tools and insights that are reshaping how businesses connect engage and grow in the digital age Whether you re a seasoned marketer a business leader or someone stepping into the vast universe of B2B marketing this book is your compass to navigate the complex terrain of modern marketing practices [Social Media and Society](#) Regina Luttrell,Adrienne A. Wallace,2021-04-07 Regina Luttrell and Adrienne A Wallace present an engaging introduction of social media s integration with modern society Recognizing categories of relational societal and self while analyzing the social media environment this introductory mass communications textbook establishes a framework for understanding how technology culture democracy economy and audience fragmentation interact with each media industry differently and relate to media literacy Armed with this knowledge future professional communicators gain a better understanding of their audience and the level to which their strategies influence the public Social Media and Society empowers students as consumers and creators of social media and illustrates that while the tools of communication have

changed the goals of social connection and influence have not

Features of this unique text include the following

- Relational Societal Self boxes provide a framework for analysis of media and society
- In Theory boxes attaching theory to practice
- Learning tools and enhanced pedagogy such as Learning Objectives
- Chapter Wrap Up
- Critical Thinking Questions
- Media Sources and End of Chapter Activities
- Comprehensive Glossary of key terms
- Full color visuals capturing key trends and up to date data

*Grassroots Editor*, 2003

**Growth** Joe O'Mahoney, 2021-12-30

Nearly half of small consultancies fail within their first five years but over 250 are sold every month

How do you ensure you are in the right group

How can you successfully grow a consulting firm

How do you maximise the value of your consultancy for an exit or investment

This is the first evidence based book to tackle these questions

Based upon interviews with 72 founders who grew and sold their firms

two international surveys and a long career researching and advising consultancies

Professor Joe O Mahoney provides a detailed evidence based approach to successful growth and exit for consultancy leaders

Accessible evidence based and written by a leading expert in the field this book is essential reading for anyone looking to set up grow or sell their own consultancy business

**Introduction to the Music Industry** Catherine Fitterman Radbill, 2016-09-01

Introduction to the Music Industry An Entrepreneurial Approach Second Edition is an introductory textbook that offers a fresh perspective in one of the fastest changing businesses in the world today

It engages students with creative problem solving activities collaborative projects and case studies as they explore the inner workings of the music business while encouraging them to think like entrepreneurs on a path toward their own successful careers in the industry

This new edition includes a revised chapter organization with chapters streamlined to focus on topics most important to music business students while also maintaining its user friendly chapter approach

Supported by an updated companion website this book equips music business students and performance majors with the knowledge and tools to adopt and integrate entrepreneurial thinking successfully into practice and shape the future of the industry

**Electronic Commerce 2018** Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborah C. Turban, 2017-10-12

This new Edition of Electronic Commerce is a complete update of the leading graduate level advanced undergraduate level textbook on the subject

Electronic commerce EC describes the manner in which transactions take place over electronic networks mostly the Internet

It is the process of electronically buying and selling goods services and information

Certain EC applications such as buying and selling stocks and airline tickets online are reaching maturity some even exceeding non Internet trades

However EC is not just about buying and selling it also is about electronically communicating collaborating and discovering information

It is about e learning e government social networks and much more

EC is having an impact on a significant portion of the world affecting businesses professions trade and of course people

The most important developments in EC since 2014 are the continuous phenomenal growth of social networks especially Facebook LinkedIn and Instagram and the trend toward conducting EC with mobile devices

Other major developments are the expansion of EC globally especially in China where you can find the

world's largest EC company Much attention is lately being given to smart commerce and the use of AI based analytics and big data to enhance the field Finally some emerging EC business models are changing industries e.g the shared economy models of Uber and Airbnb The 2018 9th edition brings forth the latest trends in e-commerce including smart commerce social commerce social collaboration shared economy innovations and mobility

**Managing Your Business in 2020**  
**Pandemic** Siddhesh Dukare, Harshal Pawar, Vaishnavi Manchanda, Shivprakash Bansode, Neha Pathare, 2020-07-05 2020 The year which changed the way business operates for decades 2020 is the year where businesses understood the real art of crisis management It's a nightmare for all the businesses out there globally But here in our book we have bought some sets of solutions for you This is that one year which occurs in centuries for businesses for the economy which gives you the true lessons of managing your business in crisis and an idea about how to do contingency planning Even if you are a business owner or a startup or any CEO CTO CHRO CFO or wantrepreneur or just a normal citizen who wants to understand business and economy then this book is a must In this book we have included 1 Solutions for managing each and every department of your business 2 Survival strategies for your business 3 Research reports and future economic projections due to corona crisis 4 Total 3 fully ready business management frameworks exclusively inside book Must buy this book if you want to learn some of the best business crisis management lessons

*Business Review Weekly*, 2008 **Computerworld**, 1997-08-11 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld's award winning Web site Computerworld.com twice monthly publication focused conference series and custom research form the hub of the world's largest global IT media network

**Annual Editions: Marketing**  
 John E. Richardson, 2005 Provides access to articles selected from the best of the public press This work includes features such as an annotated listing of selected World Wide Web sites an annotated table of contents a topic guide a general introduction brief overviews for each section a topical index and an instructor's resource guide with testing materials

Management Information Systems Effy Oz, 2004 The coverage in this edition of Management Information Systems reflects the latest advances in MIS tools and trends A wide selection of hands on practice exercises at the end of every chapter stimulates business problem solving skills and a supporting website provides interactive learning opportunities

**The Etude**, 1902 A monthly journal for the musician the music student and all music lovers Business Periodicals Index, 1999 **The New York Times Index**, 2009 **Searcher**, 2003-07 **The Etude. E**, 1902 Includes music **The Builder**, 1888

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