World's Largest Professional Services Firm Uses AI To Improve Their Content Marketing

Introduction

A Fortune Global 500 company, this Professional Services firm provides services in strategy, consulting, digital, technology and operations.

It serves clients in 120 countries and attracts talents from all over the world.

Challenges

To attract and engage potential customers and talent, this Professional Services firm relies on content marketing. They use blogs, newsletters, white papers and case studies as their main types of content.

In this digital age, the challenge for them is that the competition for attention has never been greater.

Regardless of how big of a brand name you have, it is always an uphill battle to break through the noise.

Good content is not enough, you need consistently outstanding content to stay top of mind.

Solution

At the heart of high quality content is connecting with your audience on an emotional and personal level.

To that end, choosing the right words, readability and sentiment can make or break your content's effectiveness. In addition, for an enterprise company, maintaining the consistency of quality and brand voice are also extremely important.

However, choosing the right language for the right audience is not easy. The nuances between words can appear to be so minor on the surface, but to the audience they can make a world of difference.

To do so effectively at scale for multiple audience segments, using behavioral data, is nearly impossible for a human brain. That's where AI comes in.

The Professional Service firm decided to use Atomic Reach to optimize their content at scale. Atomic Reach AI is capable of identifying the optimal language to match the desired emotional tone and readability for each audience segment and optimizing their content accordingly.

The Atomic Reach Methodology

Atomic Reach's content intelligence platform was used to perform a comprehensive audit on all current and pre-existing articles and blogs.

Doing so allowed Atomic Reach to analyze large sets of data and identify precise factors that have the capability to increase specific blog and email engagement metrics.

Once a baseline was established, they began using Atomic Reach to ensure all blog posts and marketing emails were optimized, and all the recommendations on content creation were followed.

For blogs and articles, this included content scoring and headline optimization. For marketing emails it included subject line optimization and ensuring that proper words and phrases were used to pull in each audience segment.

Results : Content - Impact

Performance	May 2018 (Benchmark)	Feb 2019	March 2019	April 2019
Articles Published	21	10	13	15
Avg Unique Views/Article	298	445 (+49%)	365 (+22%)	540 (+81%)
Avg Daily Uniques/Article	17.4	23 (+32%)	29 (+67%)	28 (+60%)

Using May 2018 as a benchmark, they published a total of 21 articles. In February 2019, they published 10 articles, followed by 13 in March 2019 and 15 in April 2019.

Much more telling of the initiative's success was the rise in unique views per article. In May 2018, articles averaged 298 unique views per article. That number rose 49% to 445 in February 2019 and had climbed 81% year over year to 540 in April 2019.

Results : Newsletter - Impact

Performance	May 2018 (Benchmark)	Feb 2019	March 2019	April 2019
Email Sent	42,981	336,429	497,662	532,877
Emails Opened	12,316	130,093	162,898	175,159
Open Rate %	28.7%	38.7%	32.7%	32.9%

Using May 2018 as a benchmark, they sent 42,981 emails. Upping the ante to 336,429 in February 2019, 497,662 in March 2019, and 532,877 in April 2019.

But it wasn't the sheer rise in quantity that had their key decision-makers pleased. The company's email open rate soared a full 10 percentage points to 38.7% in February 2019 from 28.7% in May 2018.

Conclusion

To this professional services company, recognizing how high quality content can impact their business was invaluable, as they saw significant improvement in both unique views and total click-throughs.

After seeing these results, this professional services company is in the process of applying Atomic Reach's AI to other content and email initiatives.

Professional Services companies of all sizes can see significant improvements by leveraging AI and uncovering what language resonates best with their customers.

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