

Case Study

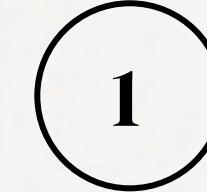
STRATEGY-DRIVEN MARKETING BASED ON ANALYTICS
Driving 30% Organic Traffic Growth for B2B
Pharmaceutical Publisher

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Problem



PharmaBoardroom, a B2B digital publisher focused on the pharmaceutical industry, was looking to grow its audience beyond its existing base.



Needed to increase organic traffic to attract new advertisers and establish thought leadership in pharma

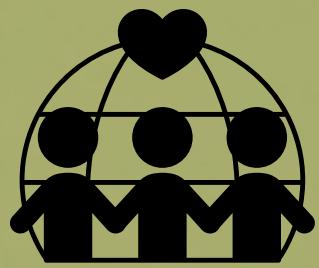


Website traffic was stagnant and email campaigns had plateaued in engagement



Target audience (pharma executives and analysts) had specialized content needs that weren't being fully addressed

My objectives were:



Increase website traffic



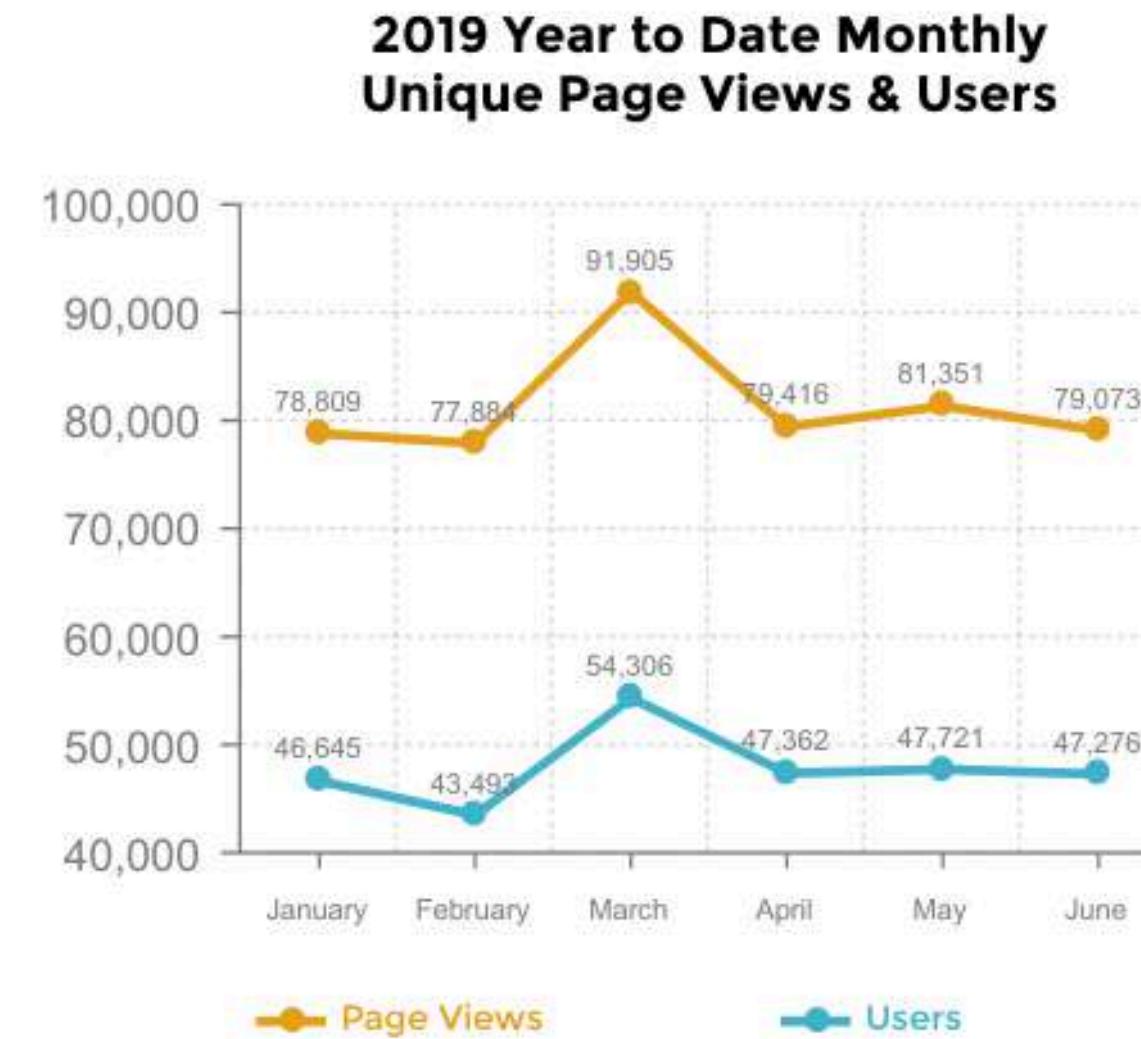
Improve email
performance



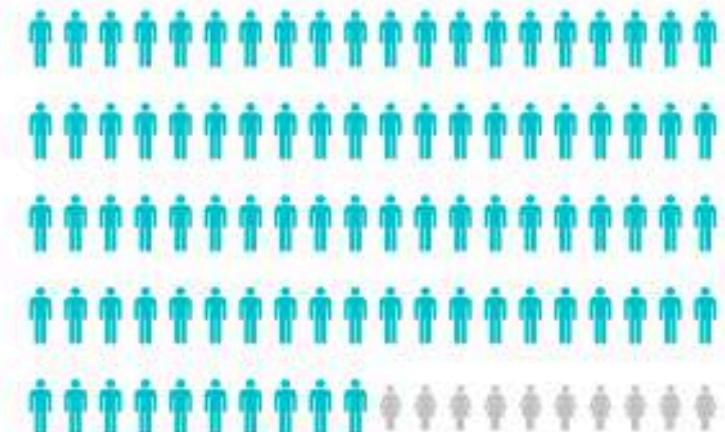
Grow social media
presence

Data-Driven Traffic Analysis

I started by implementing Google Analytics tracking to understand our current traffic patterns. By analyzing user behavior, bounce rates, and referral sources, I identified that our organic search traffic was significantly underperforming compared to industry benchmarks. I also discovered that content about company rankings and related to Asia generated more engagement than general industry news, which informed our content prioritization. Using these metrics I set up KPIs to measure performance.



90.8%
of users were new. 9.2% were returning users.



SEO and Content Strategy Overhaul

Based on these insights, I collaborated with the editorial team to develop a targeted SEO strategy focusing on high-value keywords relevant to pharma industry decision-makers.

This involved:

- Conducting keyword research to identify opportunities where we could rank
- Optimizing existing content (titles, meta descriptions, headers, internal linking)
- Developing a content calendar that balanced SEO-focused pieces with timely industry news



COVID-19: Pushing Top Tech Talent To Move to Pharma?

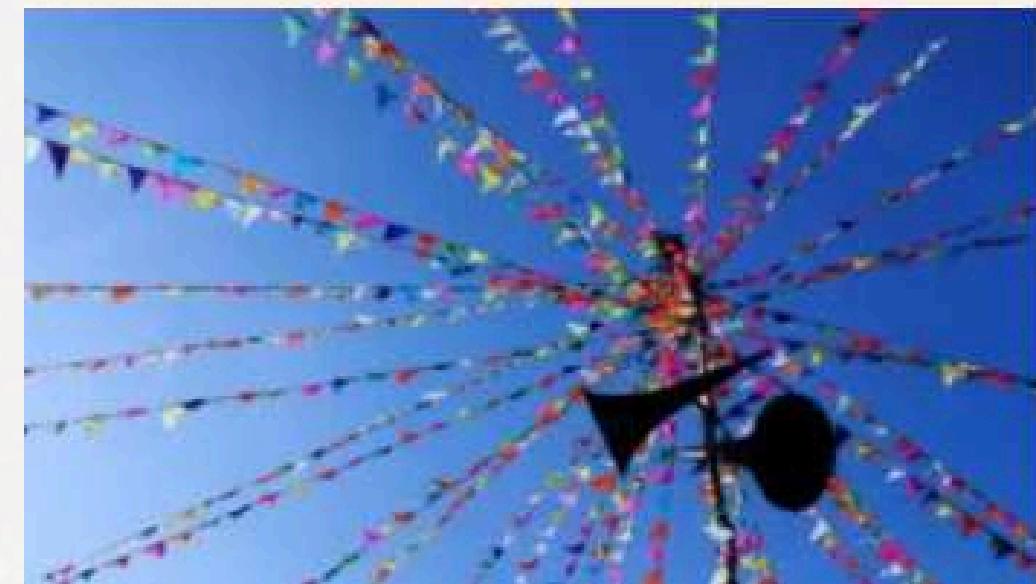
A new report by Novartis looks at how leading talent in the technology industry is increasingly looking to bring their skillsets into the healthcare and life sciences industries against the...



SAVE



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Chinese Sinovac Testing COVID-19 Vaccine in Brazil

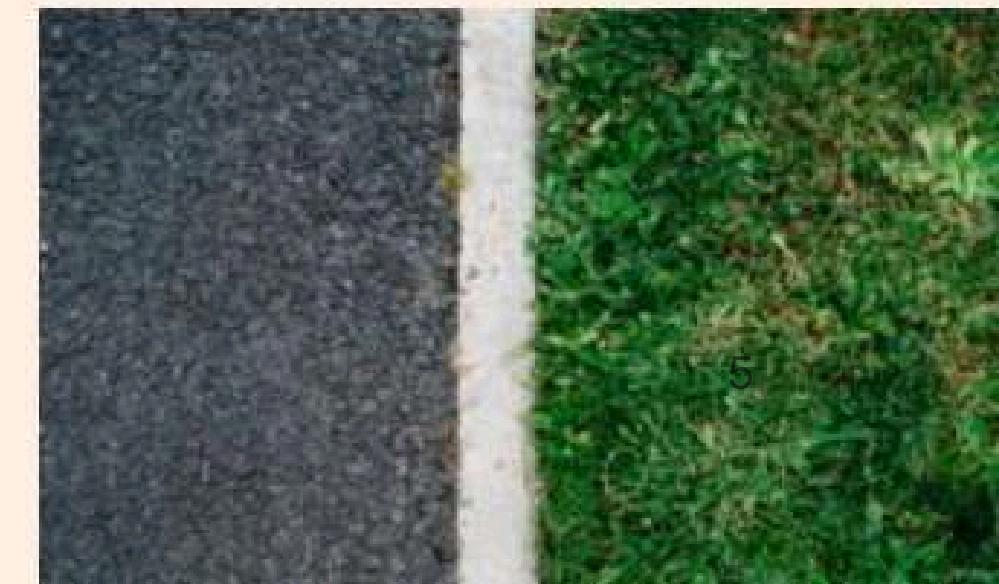
In the race to develop the world's first COVID-19 vaccine, Brazil – now one of the world's worst-affected countries – is becoming an attractive clinical trial destination for biopharma companies



SAVE



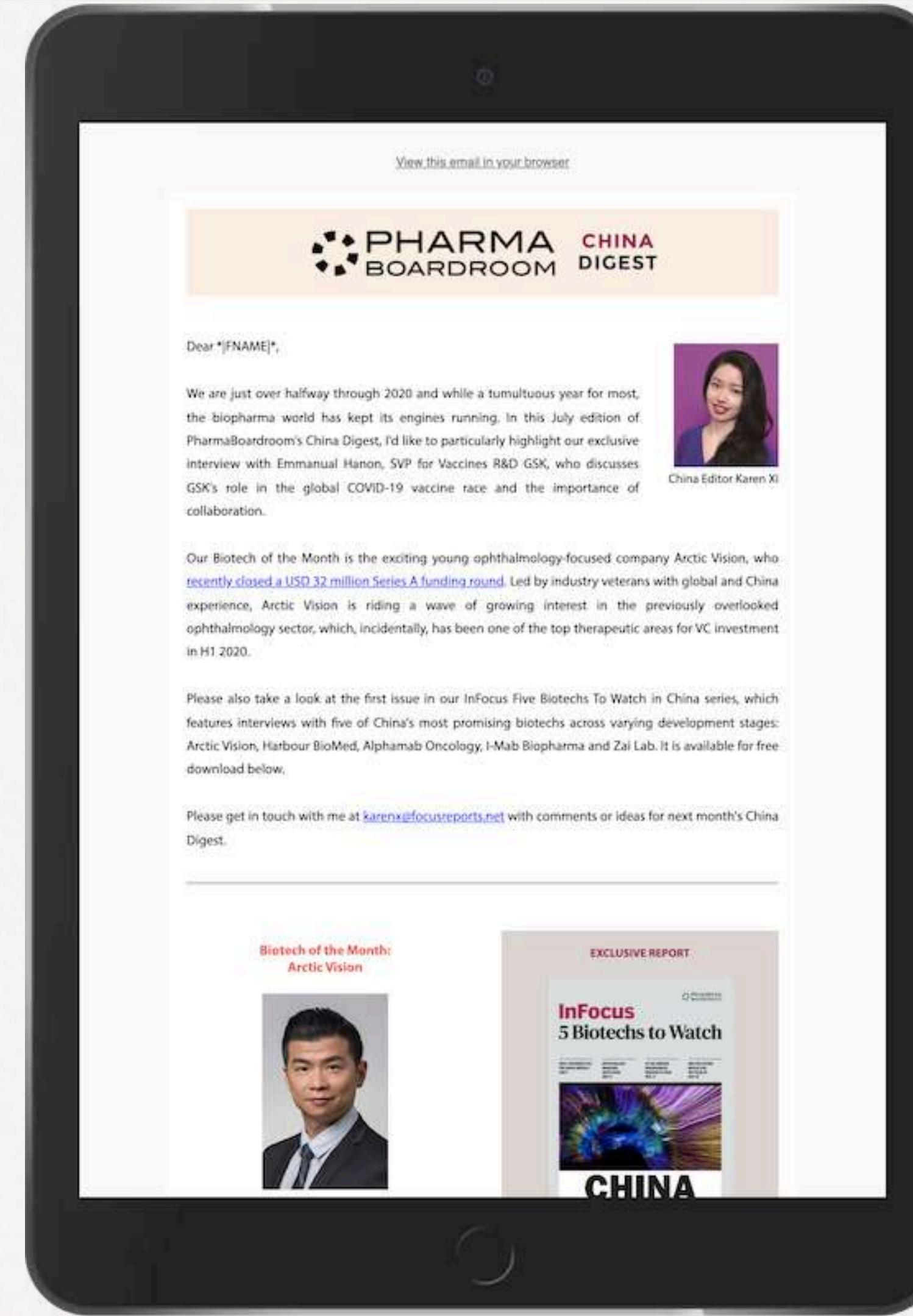
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Email Marketing Optimization

To improve our email engagement, I took a technical and strategic approach:

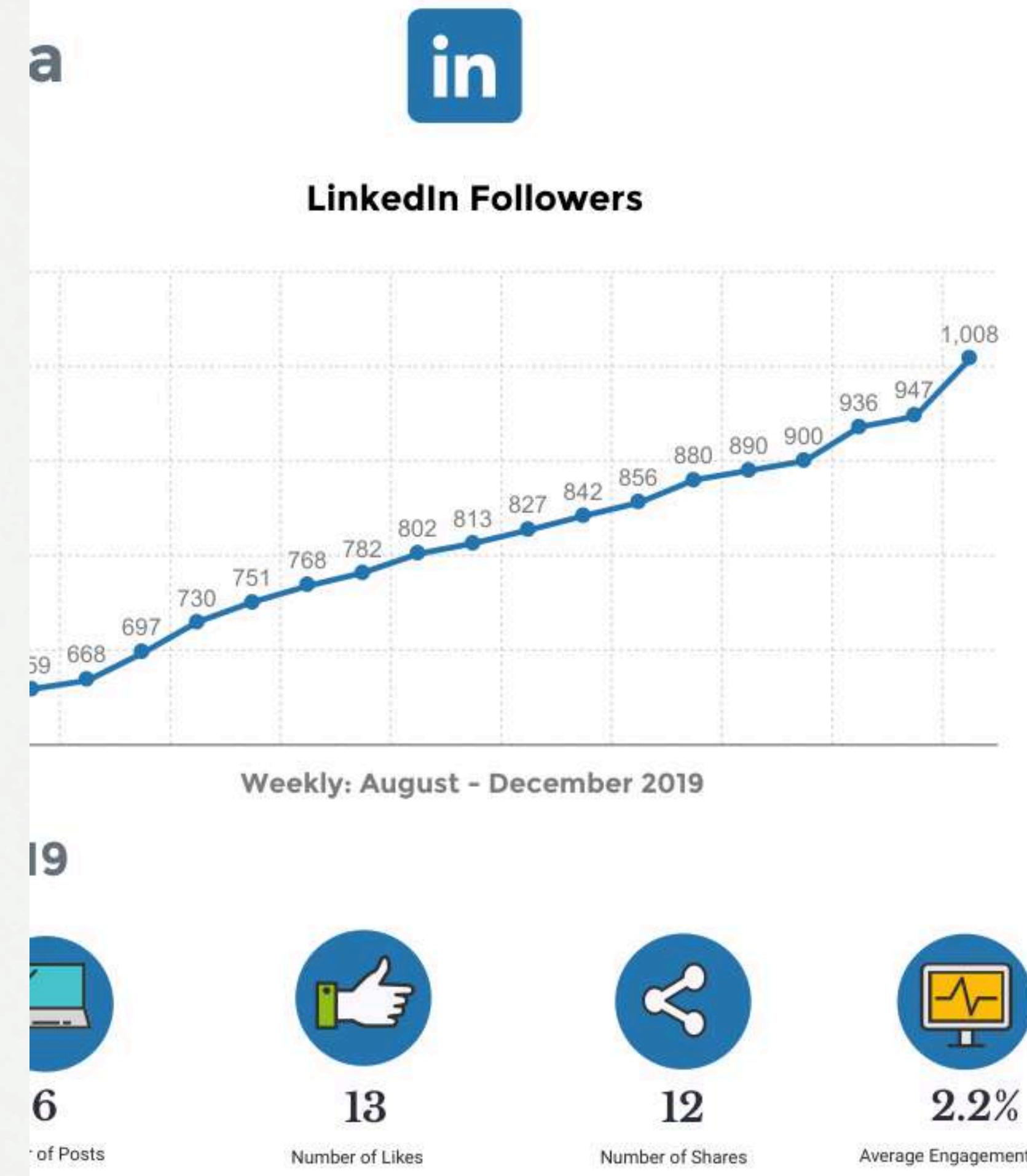
- Learned HTML and CSS to enhance email design and ensure mobile responsiveness
- Implemented A/B testing for subject lines to understand what resonated with our audience
- Segmented our subscriber list based on geography and engagement history to deliver more personalized content
- Analyzed open rates, click-through rates, and unsubscribe patterns to continuously refine our approach



Social Media Growth

I developed a social media strategy focused on LinkedIn and Twitter (where pharma professionals were most active), creating a content mix of original insights, industry news curation, and engagement with key influencers in the space.

- Researched trending hashtags for Twitter to broaden reach and keep posts relevant
- Connected with and highlighted specific professionals on LinkedIn congratulating them on achievements mentioned in our content
- As a result, likes and comments grew our following organically



Results

Over the 12-month period (2019-2020), these initiatives delivered significant, measurable impact:



Organic traffic
increased by 30%,
reaching over
100,000 monthly
visitors



Email open rates
improved by 20%,
outperforming
industry averages for
B2B publishers



Social media
followers grew by
over 50% in just 6
months, expanding
reach and brand
awareness

Beyond the numbers, this work positioned PharmaBoardroom as a more credible and visible player in pharmaceutical industry media, which opened doors for new advertising partnerships and networking opportunities.

Key Learnings

1

Data is your foundation: Without Google Analytics insights, I would have been optimizing blindly. Understanding user behavior was essential to making smart strategic decisions.

2

Cross-channel synergy compounds results: SEO, email, and social media weren't separate initiatives, they reinforced each other, creating a growth flywheel.

3

Segmentation matters more than scale: Growing our subscriber list was less impactful than better understanding and serving the audience we already had.

4

Technical skills amplify strategic thinking: Learning HTML/CSS for email optimization wasn't in my job description, but it gave me more control and faster iteration cycles than relying on developers.

Reflections

If I were doing this again, I would have implemented more sophisticated attribution tracking earlier to better understand which channels were driving the most valuable traffic (not just the most traffic). I also would have invested more in building relationships with industry influencers to accelerate our social media growth.

Next Steps

The same data-driven approach I used to grow PharmaBoardroom's traffic by 30% can be applied to:

- Optimizing your marketing operations and campaign performance
- Building scalable content strategies that drive organic growth
- Implementing cross-functional initiatives that maximize ROI

Let's discuss how these strategies could work for your business.

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