

# 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.**

1

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

2

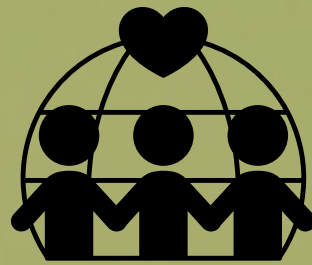
Website traffic was stagnant and email campaigns had plateaued in engagement

3

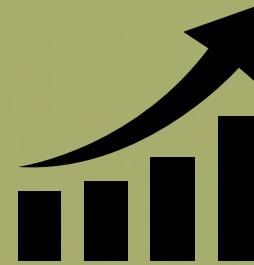
Target audience (pharma executives and analysts) had specialized content needs that weren't being fully addressed

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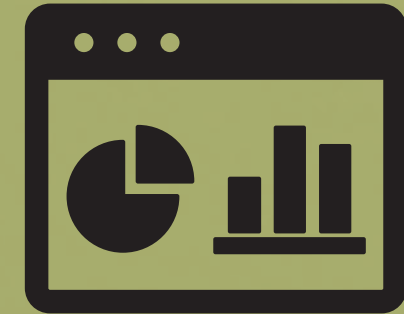
## My objectives were:



Increase website traffic



Improve email  
performance



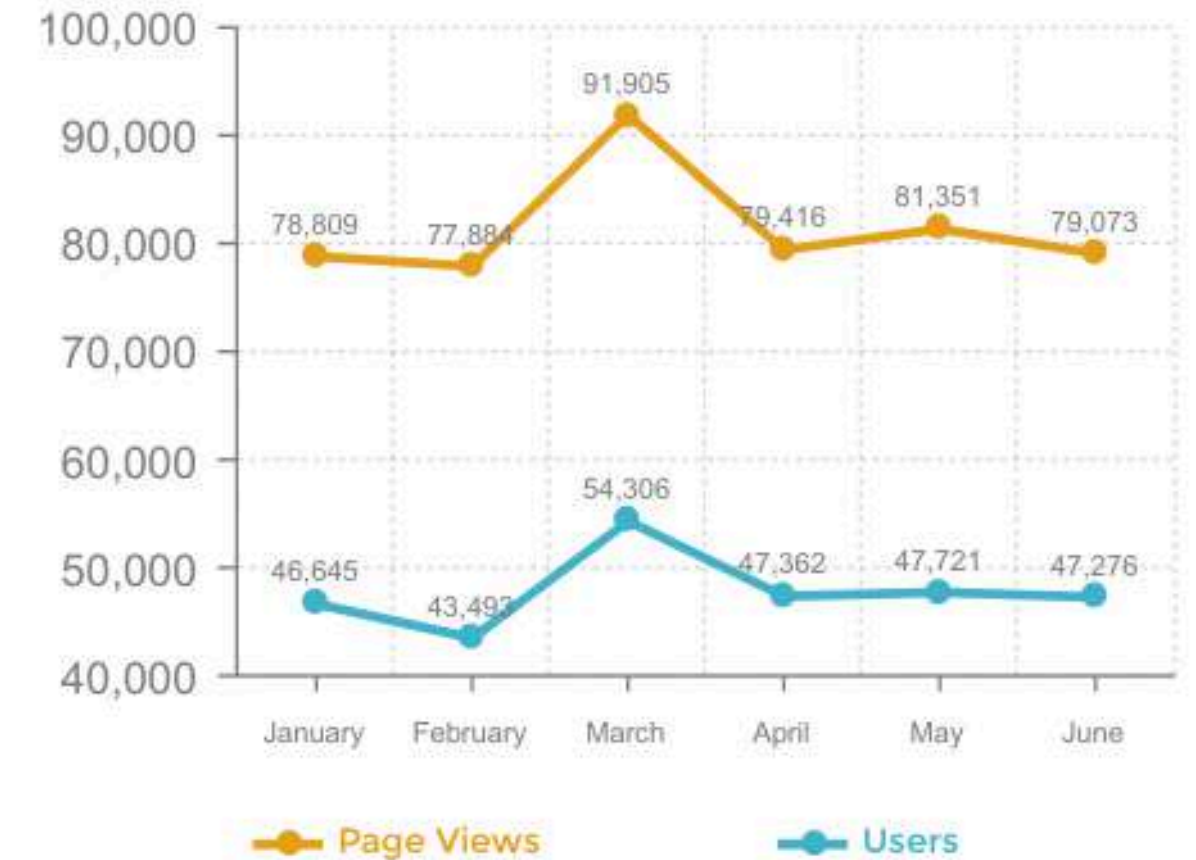
Grow social media  
presence



# 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.

2019 Year to Date Monthly Unique Page Views & Users



90.8%

of users were new. 9.2% were returning users.



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# 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

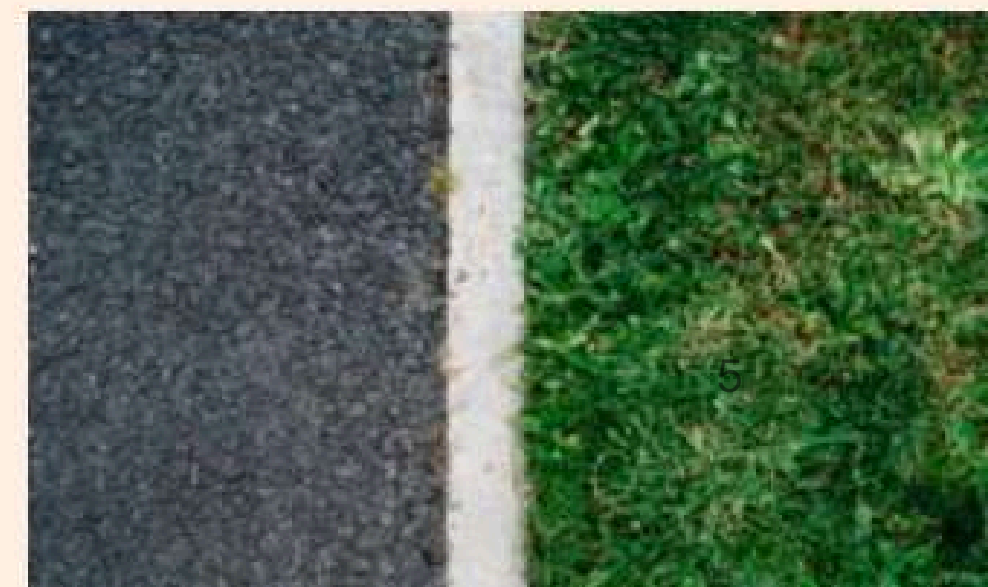
In the race to develop the world's first COVID-19 vaccine, Brazil – now one of the world's worst-affected countries – is becoming an attractive clinical trial destination for biopharma companies



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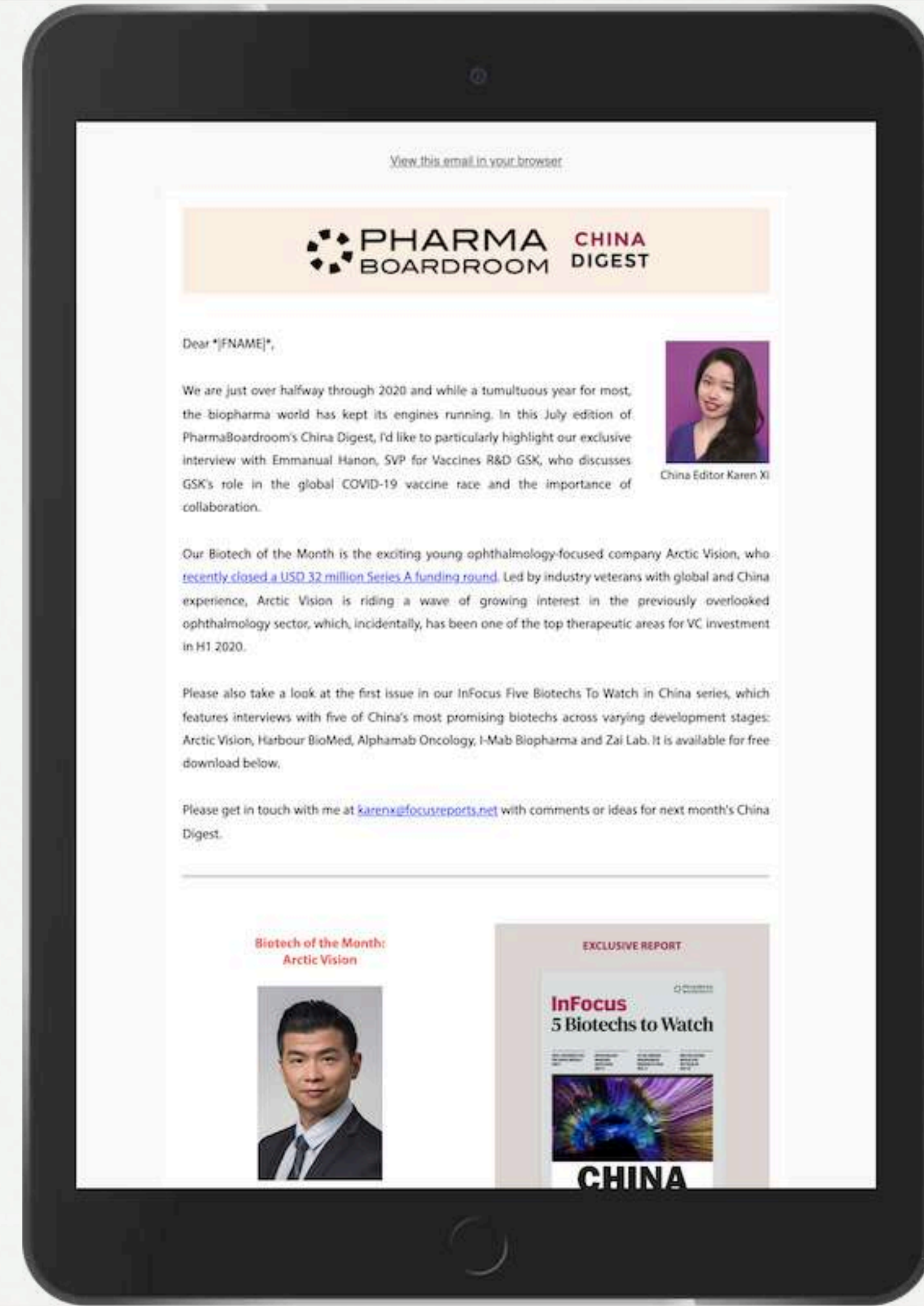




# Email Marketing Optimization

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

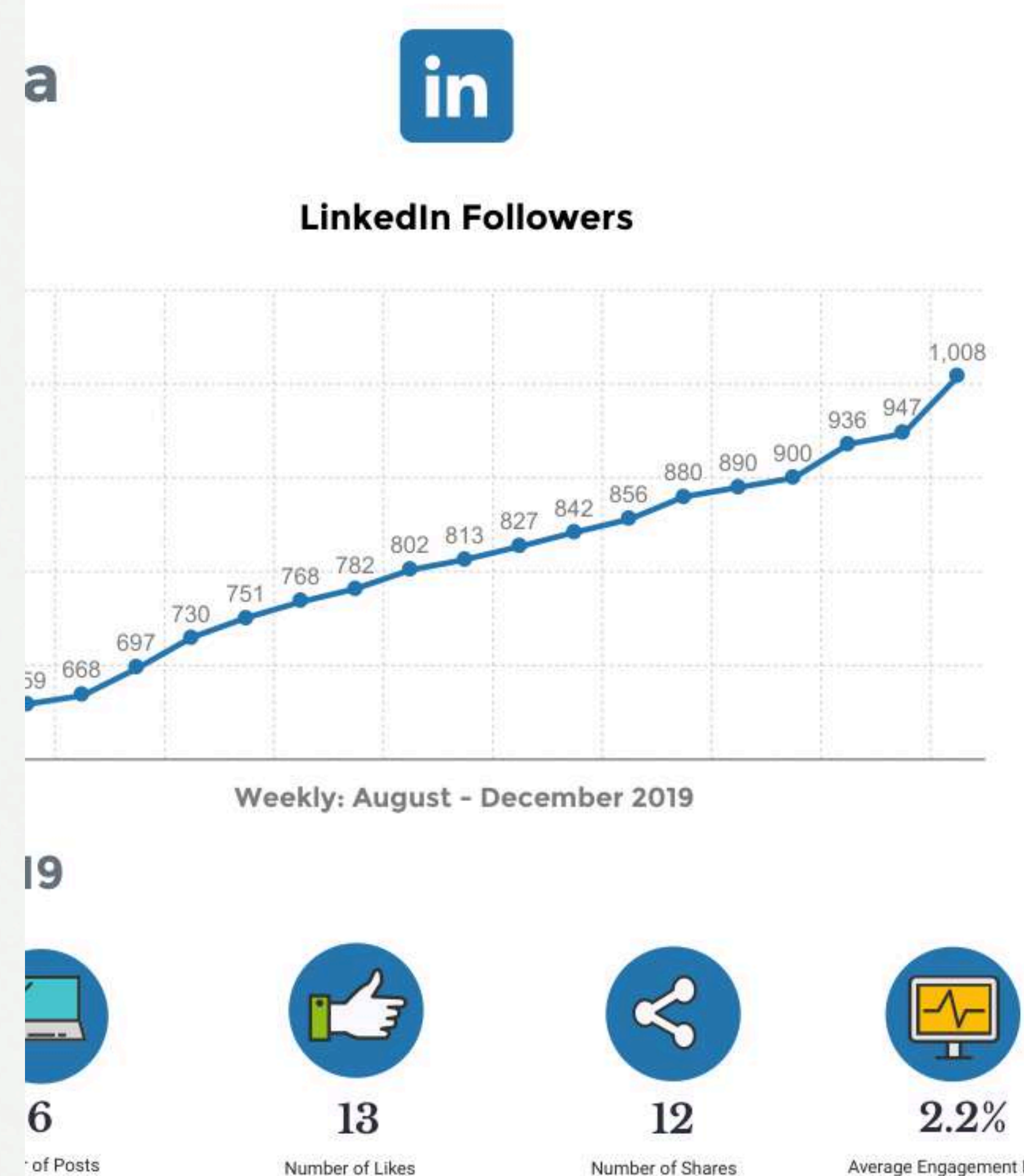
- Learned HTML and CSS to enhance email design and ensure mobile responsiveness
- Implemented A/B testing for subject lines to understand what resonated with our audience
- Segmented our subscriber list based on geography and engagement history to deliver more personalized content
- Analyzed open rates,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





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# 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.

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# 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.*

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# 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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