

## Meridian IT Pre Campaign Report

**Client Profile-** Meridian IT Inc. designs and implements transformative IT solutions rooted in one's specific business needs and goals. They help optimize the current IT environment and assist in developing a strategy to best suit businesses. In 1998 the companies of Meridian IT merged with Meridian Group International, established in 1979. Meridian IT have been a global solutions provider for over 35 years; specializing in financial stability and a deep understanding of IT, leasing, and finance. They inquire about whole-business strategy and recommend insight to provide success for companies.

Meridian IT has offices located in the United States, United Kingdom, Germany, Australia, and Singapore. The company has a global workforce of over 650 employees, with over 35 offices. Meridian IT's online e-marketing channels include: Twitter, Facebook, Youtube, and LinkedIn, managed by their marketing employees. Their website [[www.meridianitinc.com](http://www.meridianitinc.com)] was created nine years ago and ranks 4/10 on Google Page Rank. Until now Meridian It has not participated in any AdWords campaigns.

**Market Analysis-** IT consulting is, at its core, providing technical services to customers who either do not have the expertise or resources to devote to managing their needs internally. Services provided can include network management, data analysis/processing, custom software, help desk services, and computing infrastructure.

The historic growth rate of the Information Technology industry has been 3.6% annually in the past 5 years. According to [IBIS World](#), the Information Technology industry employs 1,851,028 people among 442,549 businesses. IT Consulting is a very strong market moving into the future. With the economy recovering, more and more businesses will be looking to increase efficiency by modernizing their technology backend. The product is starting to become adopted on a fairly wide scale in businesses and the largest companies are leading the charge to adoption. Projected growth is estimated in the 3-4% range, with total industry spending to approach \$4 trillion.

Meridian IT is a worldwide B2B company. We will focus our efforts on local small businesses in upstate New York, since the IT consultant business can be highly competitive on a global scale. We will be targeting businesses that are in need of optimizing their current IT

environment and need assistance with devising a plan to move forward. In general, these businesses will be smaller, more local, and have staffs where the level of IT expertise is minimal to nonexistent. Additionally, they are unlikely to recognize the value of the data they have and will use it sparingly if at all. It is still early in the year and businesses have money in their budgets to spend which makes it an ideal time to target businesses looking to expand their operations for the coming year. The demographics of the overall target market is vast, but our focus on upstate New York will enable a stricter focus on their needs.

Outside of New York City there are [816,931 businesses](#) in New York State. This is a general idea to scale the opportunity of business to business transactions. Meridian IT has a large offering of products and services which allows for flexibility and dependability in their competitive landscape. However, there are a large number of competitors within the industry due in part to its size, which can lead to fierce competition for clients. They have a strong research and development department to keep up with the ever changing marketplace and technological advancements.

***Current Marketing-*** Meridian IT provides information on a wide variety of services within the content on their website. Their knowledge share links are fliers which detail their services. The website also lists case studies, informational webinars, and testimonials as examples of their work which contributes to their content and inbound marketing. Their strengths include knowledge and experience with technology, data and communication. The website content explains what the company does and has to offer to a large degree. Some weaknesses include their lack of consistent promotional campaigns and not enough creativity incorporated.

Meridian IT has social media profiles on LinkedIn (699 Followers), Facebook (923 Likes), Twitter (125 Followers) and YouTube (15) Subscribers. Marketing Opportunities include creating a Google + and Reddit accounts to open new channels in order to connect them to new markets. A campaign that will integrate Facebook, Twitter, and YouTube will be run to increase activity on these pages using upcoming business events and gatherings. Current [Google PageRank is 4/10](#) and main form of contact is through online forms. We will track through Google Analytics and run campaigns to find out the most useful online media is to reach our target market.

**Conclusion:** Meridians Online marketing goals are to 1.) grow a larger online presence to spread awareness of their four main services 2.) Develop a presence in the community as the number one IT consulting and solutions 3.) Track and increase the Customer Lifetime Value based on our analytics to better manage relationships.

**Adwords Strategy** - There will be total of four campaigns based on Meridian's core competencies which are networking services, workload management, data management, security services. Additionally, we will be targeting a subset of the possible markets by focusing exclusively on areas nearby physical offices, those in the Albany, Syracuse, Buffalo, and Rochester areas. Table 1 demonstrates our campaigns along with 36 AdGroups developed to help reach our goals.

*Table 1: AdGroup Campaign*

Campaign	Workload Mgmt.	Data Mgmt.	Security	Networking	All Campaigns
AdWords-Exact	[Distributed Computing]	[Data Analytics]	[Secure systems]	[Network Solutions]	
AdWords-Phrase	"Collaboration", "Virtualization", "Cloud Computing"	"Big Data", "Data Management", "Cloud Computing"	"Network Security", "Enterprise Security", "Mobile Security", "IT Compliance"	"Network Management", "Optimization", "Network Hardware"	"Technology Consultant"
AdWords-Negative		-weather, -sunny, -partly, -rain	-antivirus	-job	
AdWords-Broad	IT, Productivity, Mgmt				
AdWords- Broad Mod.	+Computing	+Cloud +Hosting,	+Network +Audit	+Infrastructure	+IT +Consulting, +cyber

Those looking for Security will be targeted with AdWord Phrases among +Network, +Enterprise and +Mobile. This will help Meridian IT reach a wider audience and give the opportunity to do A/B testing keep improving, until at least 100 impressions have been created. The negative keywords are used to negate the to the right searches to allow for optimal search results and a reach our target market. We will use information from Meridian IT's analytics to geo target the campaigns to reach a certain type of business owner. We intend to utilize these campaigns to better control our ad placements based on time of day, specific locations and activities. To increase brand awareness and drive more people the website. Our Adwords and keywords will look like Table 2:

*Table 2: Google Sample AdWords*

Search Query: "IT solutions for business"	Search Query: "IT Business solutions"	Search Query: "Data Security"
<a href="http://meridianitinc.com/data-management">meridianitinc.com/data-management</a> Technical solutions for business Meridian can help you succeed.	<a href="http://meridianitinc.com/data-management">meridianitinc.com/data-management</a> Businesses need data management Meridian will organize your data	<a href="http://meridianitinc.com/security">meridianitinc.com/security</a> Business security protects customer data - Meridian reduces the risk

We will continuously monitor search queries and try to improve quality score through Cost-Per-Click (CPC) optimization. We have confidence that user experience will be high, plus the relevance of the ads, keywords, and URL optimization will all positively impact our Quality Score.

The budget is distributed by 20% and 30% among the four campaigns. Meridian IT wanted to focus on the campaigns with greater percentiles to help grow a presence with the Keywords and to reach a greater Click-Through-Rate (CTR). Daily and weekly budgets are shown in Table 3:

*Table 3: Proposed Budgeted Campaigns*

Campaign	Budget		1st Week		2nd Week		3rd Week	
			25%		35%		40%	
			Weekly	Daily	Weekly	Daily	Weekly	Daily
Workload Mgmt.	30%	\$75	\$18.75	\$2.68	\$26.25	\$3.75	\$30.00	\$4.29
Data Mgmt.	30%	\$75	\$18.75	\$2.68	\$26.25	\$3.75	\$30.00	\$4.29
Security	20%	\$50	\$12.50	\$1.79	\$17.50	\$2.50	\$20.00	\$2.86
Networking	20%	\$50	\$12.50	\$1.79	\$17.50	\$2.50	\$20.00	\$2.86
Total:	100%	\$250.00	\$62.50	\$8.93	\$87.50	\$12.50	\$100.00	\$14.30

Primary AdWords goals are on average to obtain a CTR of 1% at an average CPC of at most \$.75. We hope to have approximately 30,000 impressions across the three week campaigns, along with about 330 clicks through to the website. With Meridian being a B2B business, we can very quickly have a high ROI with one contract, and we feel a reasonable goal will be to receive six forms for further contact submitted. While we will not be able to keep track of this personally, we will be in touch with the business throughout the campaigns to track our progress. We plan on only using the Google Search Network and not the Display Network for our campaigns.