

Case Study: Deloitte digital publication library - lead generation

Client: Deloitte
categories: web solutions, digital marketing, digital publications, content management
<http://www.deloittelibrary.com.cy>

The FBRH team has combined knowledge in digital marketing, advertising, design and technology to provide a lead generation tool to Deloitte.

Step One

Deloitte's digital marketing efforts are aimed towards the online library, a solution which was specially designed and developed by the FBRH team. A user friendly environment was created so users can find information on the different services provided by Deloitte.

Step Two

Specially designed interactive digital publications (eBooks, Apple iBooks) enable users to swiftly find information in different languages.

Step Three

Links at the digital publications point towards Deloitte's Request for Proposal Form.

Step Four

[Web analytics](#) is used to analyze and monitor traffic. Which digital marketing efforts are working and in what ways. For example:

Type of Digital Marketing Activity: Positioning of banners in Chinese high traffic websites

- Is Banner A bringing better results in comparison to Banner B?
- How many users are eventually going to Deloitte's Request for Proposal Form?
- How many users are coming to the website from each banner?
- How are they interacting with publications?
- Are they also reading other publications which are not available in Chinese? Does information indicate that specific publication should also be published in chinese and promoted separately?

Continual cycle of improvement

This solution by FBRH, helps the Deloitte's marketing team to reinvent their marketing strategy every day and improve on the number of leads being directed to the Deloitte Request for Proposal Form. Deloitte is able to see what works, estimate the cost efficiency of their digital marketing activities and make adjustments to their plans.

For more information on the services provided by FBRH please [contact us](#).

