

Blogging Case Study: *Marrying the Army*
www.marryingthearmy.com

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innovative
MARKETING
strategic
BRANDING &
distinctive
CONTENT
for Agencies & Nonprofits



Context: I created *Marrying the Army* in August 2011, but only began seriously and setting quantifiable goals for the site — and developing support integrated strategies that would help me reach those goals — in February 2013.

Brand Strategy: I articulated a clear mission and vision for *Marrying the Army*, I purchased a professional Wordpress theme, and I applied what I've learned about brand signals and messaging to completely overhaul the *Marrying the Army* brand.

Content & Social Strategy: I identified my two core audiences, and realized that I while the first (civilians) was growing organically; I needed a strategy for reaching the second (other military spouses). I identified message boards, Facebook groups, and G+ circles where military spouses gather, and I began engaging with them directly, on brand and on voice for *Marrying the Army*.

I began following my aspirational audience where they were (Bloglovin', Facebook, Pinterest, etc.) and showed them support by liking their profiles, commenting on blogs posts, and starting conversation with them about their interests. Writing guests post for other military blogs has also increased my site's audience base.

The Results: I love experimenting with personal social accounts so that I can learn what works for my clients. The good news? In just four months, since I began implementing the strategies I just described, my metrics have skyrocketed. Here are a few highlights:

Google Analytics Metrics	Facebook Analytics Metrics
Unique Visitors: 32% increase in 4 months towards goal of 15,000	Total Likes: 92% increase (from 45 to 120) in 4 months
Visits: 33% increase in 4 months towards goal of 27,850	People Talking About This: Up 29% since February
Page Views: Up from 8,315 to 14,693 in 4 months	Weekly Total Reach: 329 – Up 106% since February
Bounce Rate: Down 4% since February	Friends of Fans: 46.065 – Up 29% in 4 months

(All metrics based on Google Analytics and Facebook data between 2/25/13 and 6/20/13)

About *Marrying the Army*: *The Mission of Marrying the Army is to share compelling stories and beautiful images in order to encourage military spouses and invite civilian readers to share in the journey of being married to a service member.*