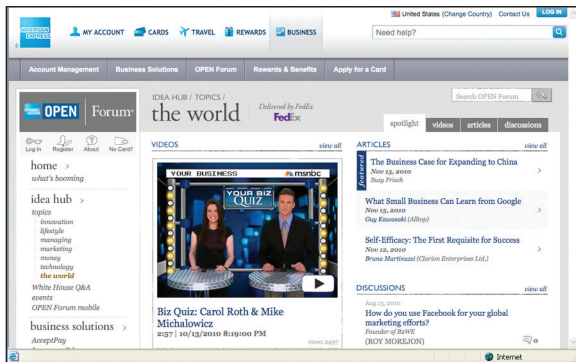


A viral content stream that boosted a brand



Challenge: Through a unique partnership with American Express, long-time client FedEx had a golden opportunity to reach its vital small business customer segment. FedEx would be able to provide a steady stream of branded content to the American Express OPEN Forum, an online community designed exclusively for small-business owners. All FedEx needed was a savvy content partner — and that's where we came in.

Solution: Our content strategy started with a question: “What does FedEx know that small-business owners want to know?” Drawing on our in-depth knowledge of FedEx services and expertise, we produced weekly stories that showcased FedEx small-business smarts and global thought leadership. We worked closely with our own network of seasoned business bloggers to ensure the content stream was as viral and share-able as possible.

Results: Each month, more than 500,000 users visited OPEN Forum, sharing the FedEx-sponsored articles via Twitter and other social media channels. As a result, FedEx has enhanced its reputation as a small-business thought leader, while OPEN Forum has earned awards for its stellar content from Effie North America, Brandweek, the Digital Publishing & Advertising Conference and BtoB magazine.