

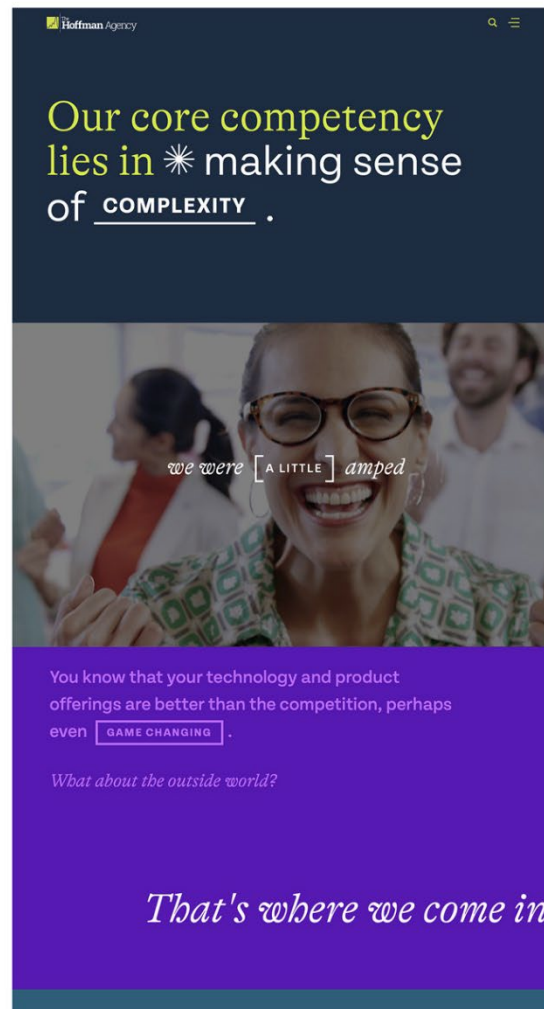
New Website Pushes The Hoffman Agency Up the Value Chain

The Hoffman Agency

Electronic Media / Social Media / Interactive Media | Website Overall | 100. Marketing, PR, Advertising, Digital Agency

<http://www.hoffman.com>

We bulldozed our website, creating a new site showcasing our ability to solve specific pain points as well as differentiate from the mega shops by accentuating “warmth” with a smidgen of swagger.



Specific to the pain points, we focused on six areas: 1) talent acquisition, 2) startups, 3) multi-market campaigns, 4) building the brand attribute of innovation, 5) helping non-tech companies tell tech-led stories, and 6) leveraging blogs for content marketing and lead generation.

The objective of creating a quality experience and quality traffic worked. Comparing the new site's performance for four months against the old site, you can see every indicator in the Google Analytics dashboard improved — the key one being that time on site is up 42.54% at 1 minute 50 seconds in contrast to 1 minute 17 seconds.

