

CASE STUDY: POSITIONING THOUGHT LEADERS



ATTRACTING AN AUDIENCE WITH ENGAGING CONTENT

Quanex Building Products, a leading supplier of high-performance components for windows and doors, worked with AKHIA to develop a digital content strategy. One year after the program began, noticeable data trends emerged around high engagement with original content from Quanex subject matter experts (SMEs). Quanex and AKHIA sought to capitalize on this growth.

THE QUICK TAKE

Identified Target Audiences and SMEs

Audited and Optimized SME's LinkedIn Profiles

Created Online Content Hub

Secured Trade Publication Monthly Columns

Increased Website Visitors

TRACKING OUR RESULTS

Results of the program, after its first 90 days, included noticeable bumps across key performance indicators.

200+
unique visitors
per month

60+
new visitors
per month

3-5 minute
average time
on page

3+
pages visited
per session

WHAT DROVE OUR SUCCESS?



SME Expertise

We chose four Quanex experts representing the value-added services and information the company provides. Each is considered the "best in the business," helping drive the industry forward.



Expert Promotion

We leveraged all of Quanex's existing communications channels to promote its SMEs to the industry with consistent voice and messaging.



akhia.com