

Gosling Media | 2023

**BIG** LANGUAGE SOLUTIONS

# CASE STUDY

Our client, BIG Language Solutions, approached us with a challenge. Seeking to disrupt the traditional practices of the competitive language service provider industry, they wanted to quickly establish an engaging global presence. However, BIG has no in-house team, and needed to build a content marketing strategy from scratch.



# Translating BIG Thinking into Effective Global Marketing

To achieve their vision to revolutionize the global language service provider industry, BIG Language Solutions needed the support of a full-service marketing agency that could deliver focused content marketing strategy and execution solutions. Pete Gosling explains how Gosling Media's comprehensive omnichannel approach helped BIG establish a compelling brand presence in a competitive market and achieve more than 100% pipeline growth in one year.

## The Client

BIG Language Solutions is a global language service provider (LSP) headquartered in Atlanta, Georgia, with offices in 29 locations worldwide. Fueled by an entrepreneurial spirit, BIG launched with an ambitious vision to disrupt the highly fragmented language industry by assembling the brightest minds and building the most powerful and secure technology to deliver on the unique language needs of their target customers. Through their family of companies BIG IP & Legal, ISI Language Solutions, Protranslating, Language Link, DWL, and Lawlinguists, BIG has combined more than 160 years of expertise to deliver professional translation and localization, IP and legal translation, interpretation, audiovisual and custom solutions in more than 300 languages and dialects.

## The Challenge

Thanks to the support of their private equity partners, BIG expanded rapidly. They acquired multiple independent LSPs, adding significant value to each company by investing heavily in people and technology to enhance the end customer experience. Despite this rapid growth, the BIG brand name was not well-established. The company needed to build market recognition to consolidate their businesses into a cohesive brand. In addition, they needed to develop and execute a global marketing strategy from scratch that would communicate the benefits of their bold vision to existing and potential new customers. As an added challenge, the company operated across many industry verticals and provided an extensive range of language services.

With no dedicated marketing resources in-house, BIG understood it needed the support of a full-service marketing agency to build a compelling marketing strategy from the ground up. Rather than focusing on ad-hoc tasks, they required an agency that could help them quickly establish a global presence through tailored strategy and execution services. And BIG needed a trusted partner to concentrate their resources, budgets, and efforts in the right areas to reap measurable results.



# Our Approach

New brands face predictable challenges when entering a new market: With so many potential avenues for marketing investment, how can they win audience attention? At Gosling Media, we take a holistic approach to marketing strategy development, working with companies to build a foundation for growth based on high-value content and measurable resource allocation.



From eBooks to blog posts, infographics, videos, and targeted landing pages, high-value content will grab a target audience's attention, but only if it is promoted in the right channels and at the right time. That's why, after working with clients to identify their business goals and objectives, we thoroughly analyze target audiences, competitors, and industry trends to determine key channels for both inbound and account-based marketing.

Based on those insights, we execute full-funnel content marketing strategies to bring qualified leads to client websites and deliver effective outreach content to targeted accounts. Next, we amplify those tactics through paid media to broaden that content's reach and retarget those who have shown interest.



*W* Gosling Media is outstanding. You essentially became our marketing department. Learning our market and building the marketing strategy and execution plans for five business. Just A+ work. *W*



**Joe Mischler**  
CRO, BIG Language Solutions

But that's not all. Our agile approach may follow proven marketing workflows and best practices, but we don't confine ourselves to the same tactics for each client. Instead, we review our strategies and processes in 90-day cycles to ensure we (re)define the most appropriate objectives and KPIs, create and execute the most effective content and campaign strategies, and deliver timely reporting and measurement for our clients.

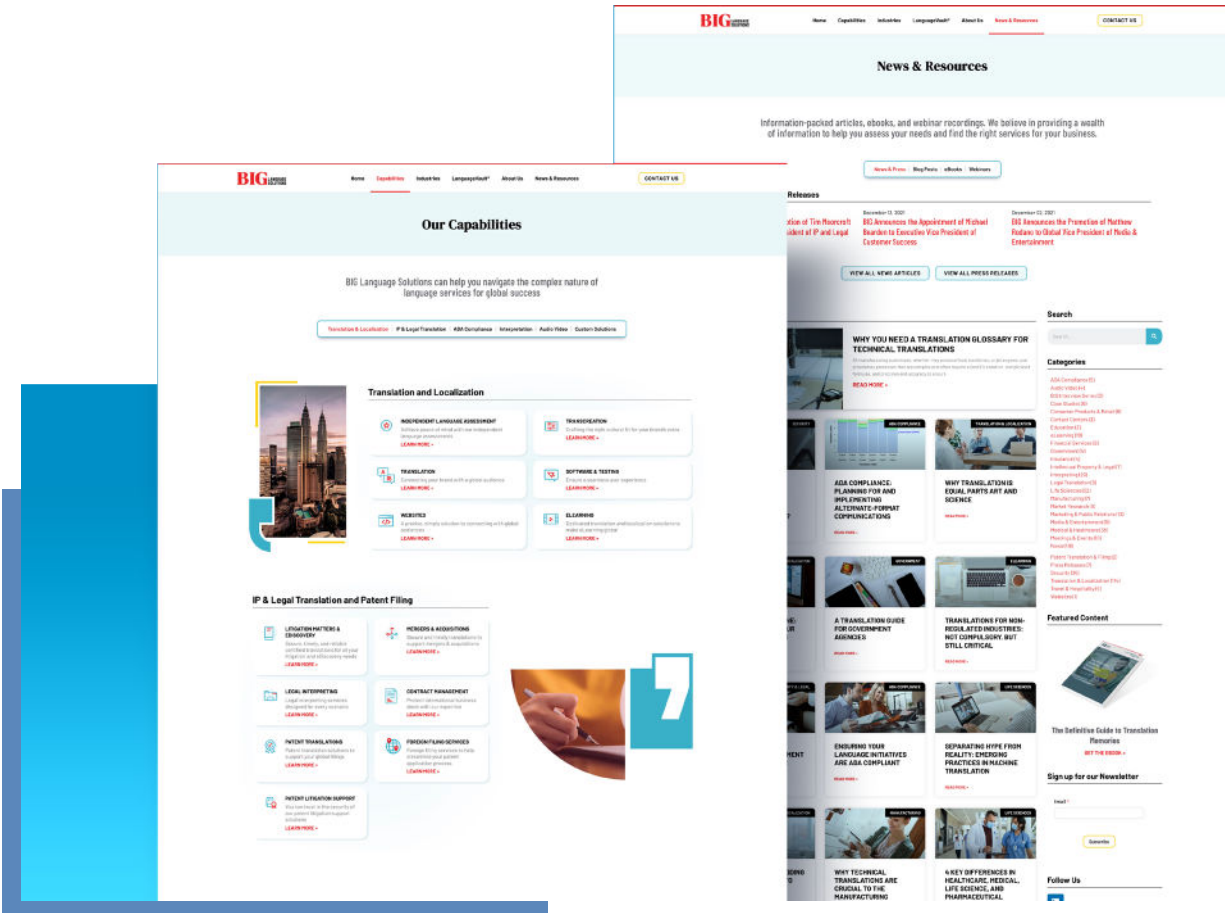
This approach ensured we could help BIG achieve multiple goals. First, to build a market presence for the BIG Language Services brand name; second, to consolidate their many brands into one coherent portfolio; and third, to create and execute measurable marketing campaigns to nurture existing customers and acquire new ones.



# Our Execution Strategy

**For step 1**, brand building, we first focused on creating and launching a new website (BIGLanguage.com) that would not only deliver on their goals to be user-friendly, mobile-responsive, and optimized for search engines but also increase leads through the use of dynamic and personalized content. In addition, we amplified content creation through blogs and white papers to engage visitors to the site, developed a social media presence on LinkedIn, and created a newsletter to keep customers and prospects informed about industry trends and the latest services offered by the client.





OUR EXECUTION STRATEGY

In addition, we implemented a comprehensive SEO strategy, including keyword research, on-page optimization, and link-building to drive organic traffic to the site and launched Google AdWords campaigns to drive targeted traffic to the website and generate leads.

Next, **for step 2**, brand consolidation, we migrated all BIG companies onto the same website platform and content templates so that each company shared the same brand architecture and design. To support each business, we created a detailed content marketing plan that included a content calendar, social media strategy, email marketing campaigns, and SEO optimization. However, rather than focus on the brand name, this activity was organized by industry and capability, with traffic driven to the relevant website according to prospects' needs rather than the delivery partner.

At the same time, we increased marketing activity to existing customers to present a united vision across the business units and generate awareness of the BIG Language brand and the benefits of being a customer of the larger organization. Along with showcasing their new capabilities, we positioned BIG as the exciting new disruptor of old, legacy players while emphasizing that they continue to provide trusted and secure services backed by cutting-edge technologies.

**For step 3**, lead generation, our strategy was to implement a comprehensive marketing plan that covered the entire buyer journey, including owned, earned, and paid media. New lead nurturing campaigns were established for clients in each industry vertical, while scalable campaign processes and execution workflows and templates supported new business development. To further drive customer growth, we undertook a gap analysis on capability usage for the top 100 clients and developed accompanying messaging and assets focusing on cross-selling.

Finally, we introduced strict prioritization processes to keep marketing's limited resources focused on critical work. It reduced reactionary projects based on ad-hoc sales team requests and enabled the company to focus instead on long-term strategic goals. Instead, internal teams were encouraged to become brand ambassadors and given the tools and resources to run their highly targeted campaigns.

## Marketing Across the Entire Buyer Journey



### Step 1: REACH

Raise brand awareness by increasing high-quality traffic to BIGLanguage.com from new prospects and educating existing clients about the full range of capabilities of the combined business.



### Step 2: ACT

Increase new audience interactions with content to generate leads and audit existing client usage to ensure visibility of capabilities across all touchpoints.



### Step 3: CONVERT

Drive sales by increasing leads generated through the websites and ensuring follow-up by sales teams. For existing clients, target high-potential accounts with personalized campaigns highlighting all services.



### Step 4: ENGAGE

Delight customers, both new and old. Ensure all new customers receive opportunities for feedback and introductions to additional services and work with existing clients to provide customer case studies to profile successes.





# The Results

Our marketing efforts began to pay off rapidly, with significant improvements in website traffic, engagement, and lead generation.

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We achieved incredible results:

**5,075%** increase in the total users of  
BIGLanguage.com

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**65%** increase in the number of website leads  
generated (contact forms and quote requests)

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**104.5%** increase the number of deals  
in BIG's sales pipeline

Our comprehensive strategy helped the client consolidate their businesses into a cohesive brand and establish themselves as LSP industry leaders.

"We were starting from zero with our marketing efforts and knew we needed a partner who could help us build a comprehensive strategy from scratch," said Joe Mischler, Chief Revenue Officer at BIG. "The team at Gosling Media delivered in spades, creating a user-friendly website, producing high-quality content, and driving targeted traffic to our site. We've seen a significant increase in leads since launching our new marketing strategy, and we're excited about the potential for even greater ROI in the future!"



## Services Delivered In Brief

- **Marketing Strategy:** Audience and messaging development; Define priorities and tactics to achieve targets
- **Branding:** Creative support across all brands
- **Websites & Lead Generation:** Design & Development, Hosting Management, CRM integrations, Automation, Measurement and Reporting
- **SEO:** Keyword ranking improvements; Content Production and Optimization
- **Email & CRM:** Newsletter growth; Nurture workflows; CRM Email campaigns; Custom HTML-designed emails
- **Sales Materials:** Sales 'Cockpits'; Videos; Sell Sheets; Decks; Brochures
- **Paid Media:** Google Search; Direct Media Buys; LinkedIn; Programmatic
- **Content Production:** Blog Post writing; Ebook writing, design, and layout; Webinar production and hosting; Case Studies—client interviews and writing
- **Social:** LinkedIn Outbound; Organic Posts; Campaigns

As hands-on experts in execution, Gosling Media believes in delivering projects quickly to iterate and drive transformative results faster. From sales decks and brochures to web design and video production, our full-service approach gives you everything you need.

To find out more or set up a meeting, contact us at [studio@goslingmedia.com](mailto:studio@goslingmedia.com).

