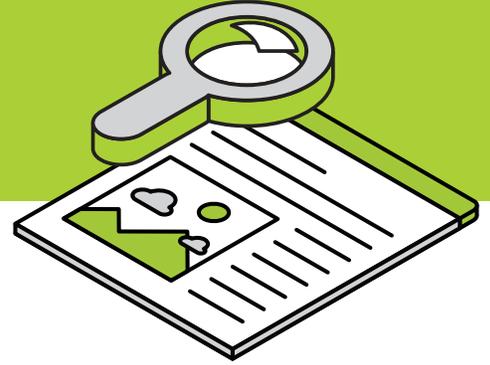




case study



Earth 911 Reaches 30 Million Page Views and 350,000 Social Followers

Earth 911 was founded to offer simple tips, helpful information and daily actions to move readers toward a lifestyle of zero waste. The publisher needed assistance creating daily content, managing the brand's social media, and securing partners and advertisers.

about Earth911

Earth911 was the No. 1 source of information about lower-waste living and recycling. It connected consumers, brands, journalists, policymakers and subject matter experts for conversations about sustainability.

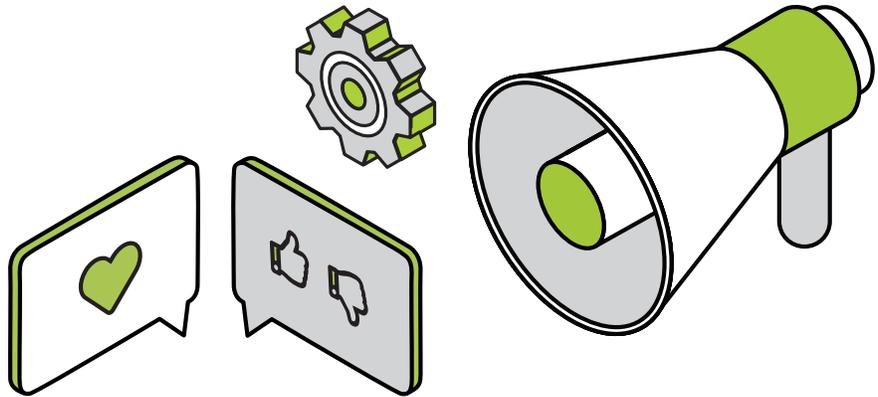
marketing challenges

Earth911 had exceptional knowledge of their subject matter but needed assistance transforming that knowledge into a financially successful publication. They also need help selling ads, building partnerships, creating media kits and increasing readership via social media. Our experienced team of journalists and publication specialists set out to fill in the gaps.



Earth911[®]
More Ideas, Less Waste

[read more](#) →



how madison/miles media helped

We successfully managed all aspects of the Earth911 property, including content development, social media marketing, search engine marketing, ad sales, partnership development and influencer outreach.

Perhaps most importantly, we brought Earth911's fuzzy brand identity into sharp focus for an eco-conscious/eco-concerned audience. With that defined audience in mind, our team of writers and editors produced four fresh articles and more than a dozen social media posts every weekday, along with a mix of videos, infographics, polls and other engaging content. This content fueled the site's amazing growth.

Along the way we developed a style guide, media kit, comprehensive content calendar, digital magazine and an award-winning tablet version. We simplified their backend technology, made massive improvements to the efficiency of content delivery, and streamlined both their editorial process and WordPress system.



\$250,000

in high-profile sponsorships

results

Focusing heavily on pairing quality content with an aggressive social media strategy allowed us to amass a social following of more than 350,000. That, in turn, increased traffic to the website, which reached 30 million annual page views, and email subscribers, which reached 70,000.

Thanks to these impressive numbers, online ad sales soared and we landed more than \$250,000 in sponsorships from high-profile consumer brands such as Dell and Johnson & Johnson.

“What we love most about you guys is that you don’t just do what we ask verbatim. Instead, you ask questions to get to the root of our goals, offering direction and proactive strategy that takes us a step beyond what we initially considered. You truly understand the big picture — and that’s especially impressive given the short time frame in which you became experts on recycling and environmental topics.”

Lindsey Rattan

Director of Communications, Earth911



Are you considering a content marketing strategy to boost your revenue?

Call us at (817) 908-7827 for a free consultation.

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