

Clients (<https://www.wpromote.com/clients>) > Case Studies (<https://www.wpromote.com/clients/case-studies>) > **Good360**

GOOD360 BUILDS ONLINE AUDIENCE THROUGH CREATIVE SCHOLARSHIP PROGRAM

Good360 is a nonprofit that connects companies that have surplus goods with nonprofits and charities in need of essential products. To boost their digital marketing and their mission, Good360 brought Wpromote on board to support email and organic channels. With a limited marketing budget, Good360 was looking for ways to boost its organic traffic and gain visibility – the Wpromote scholarship program addressed those goals.



Good360's Business Goals:

Boost overall keyword rankings by expanding Good360.org's backlink profile and increasing domain authority.

Introduce Good360's brand to an audience of current and future influencers in the arena of sustainability.

Increase Good360's social media mentions.

Chat now



WHAT WE DID



Sustainability Scholarship Promoted Good360’s Brand Amongst Students.

GOOD360
SCHOLARSHIP RESULTS
JANUARY 2016

WHAT DOES SUSTAINABILITY MEAN TO YOU?

We launched the Good360 scholarship campaign in October 2015. Our goal was to support students who are dedicated to sustainability and grow the number of high authority backlinks. We asked students to express themselves through an essay and photo on Instagram answering the prompt: "What does sustainability mean to you?" Below are some excerpts from these essays:

"We were given the luxury to live on this earth and we must not deplete the planet of its natural resources."

"Our earth, the motherhood of life in our universe, is beautiful."

"We only have one Earth so we, collectively as humans, must group together to harness our inner sustainability and save the Earth."

"Sustainability is the foundation of my life. I am in awe with the Earth and am living my life to make it a better place."

We contacted more than 300 colleges, university departments, scholarship directories, and green organizations to spread the word about our scholarship. Our efforts netted nearly 150 links and even more listings of our scholarship on various sites across academic websites. Many high schools picked up the scholarship opportunity and advertised it on their websites. The scholarship landing page received 12,000+ unique visits and dozens of schools shared our scholarship across social media. It was difficult to choose a winner among the 700+ qualified applicants, and we were blown away by their passion for sustainability. Congratulations to our 1st winner Mycha Ashlee Van Allen, an undergrad at Ory University in Missouri.

SCHOLARSHIP RESULTS	
METRIC	RESULTS
Total Links	148
Total Unlinked Placements	101
Total Traffic to Landing Page During Scholarship Period	12,381
Total Applicants	712

WPROMOTE

"The better we get from nature, the better we get from humanity. Sustainability is pioneering nature for generations to come."

Winner: Mycha Ashlee Van Allen

Organic Social Sharing Increased Brand Visibility & Credibility In Addition To Boosting Site Traffic.

"When the Wpromote team provided a SEO strategy that would help us gain backlinks and support our mission, we were thrilled. The scholarship program was a smart, innovative way to generate valuable backlinks and to get the Good360 name in front of a cause-driven, influential segment of individuals. As a nonprofit with limited resources, we appreciated being able to rely on the Wpromote team for outreach and program strategy."

Kristine McNerney, Director, Online Marketing & Merchandising, Good360

WHAT WE ACHIEVED

The scholarship landing page is now second only to Good360's homepage in number of backlinking domains and social shares. Overall, the sustainability scholarship boosted Good360's organic and social visibility and led to thousands of new users visiting the site.

150

LINKING DOMAINS TO LANDING PAGE (70 WERE EDU LINKS)

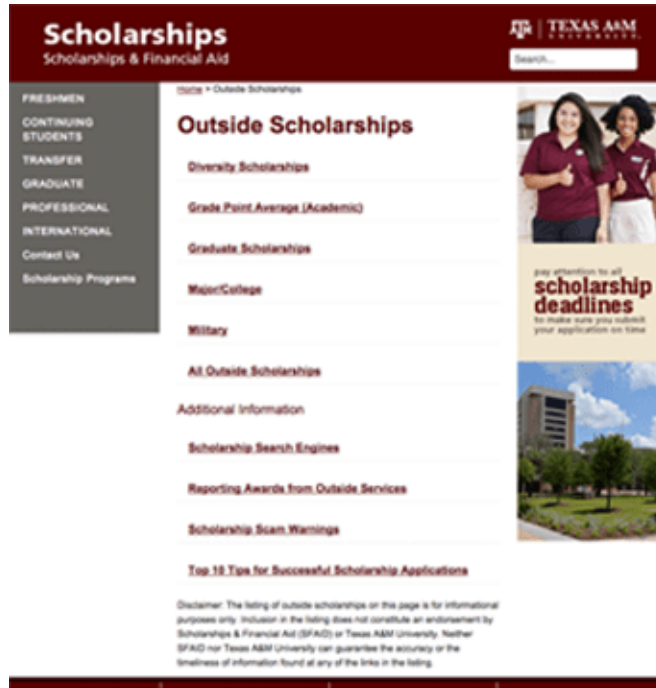
13,000

UNIQUE VISITS TO SCHOLARSHIP LANDING PAGE DURING
CAMPAIGN

772

SCHOLARSHIP APPLICATIONS RECEIVED

TOP PLACEMENTS



TEXAS A&M UNIVERSITY



CAL POLY UNIVERSITY



GEORGETOWN UNIVERSITY