

# ROI FOCUSED CONTENT FOR T-MOBILE

Since being founded in 1994, T-Mobile has been offering postpaid and prepaid wireless voice, messaging, and data services and wholesale wireless services all across the United States.

As one of the largest players in the telecommunications sector, T-Mobile has an annual revenue of over \$40 billion.



## The Problem

T-Mobile was looking for ways to increase their online presence by creating content and promoting it through link building. The brand was fearful of being penalized for making any mistakes in the link building process and they needed valuable content to link back to, all at-scale. The scale of the project is a common issue many companies the size of T-Mobile face. They had to continuously promote and share information about their products while growing brand awareness without being repetitive.

# The Solution

CopyPress helped fine-tune T-Mobile's content promotion strategy which expanded to infographic syndication. Due to the scale of the campaign, CopyPress expanded the reach of T-Mobile's campaign to verticals not originally focused on and helped update strategies throughout the various updates in the industry.

In addition to the campaign's goal of sharing content, infographics were created that generated engagement on unique domains monthly, even after the campaign ended.

## CONTENT PROMOTION EXAMPLES:

<http://usdailyreview.com/overcoming-the-challenges-of-byod/>

<https://xdaysiny.com/smartphones-for-travelers/>

<http://www.ms-careergirl.com/bring-your-own-device/>

<https://www.savoredjourneys.com/smartphones-for-travel-2017/>



# The Results

Per SEMRush, at the start of the campaign, T-Mobile had 3.6m organic search traffic and as of May 2018, they have increased to a monthly organic search traffic of 16.2m and 39K referring domains.

That is a 220% increase in organic traffic to the T-Mobile site through their partnership with CopyPress.

## Domain Overview: t-mobile.com [↗](#)

Database: United States [▼](#) | Device: Desktop [▼](#) | Date: May 2018 [▼](#) | Currency: USD

Authority Score	Organic Search Traffic	Paid Search Traffic	Backlinks
<b>74</b> SEMrush Rank 162 <a href="#">↑</a>	<b>16.2M</b> <a href="#">0%</a> Keywords 996.7K <a href="#">↑</a> Traffic Cost \$23.3M <a href="#">↑</a>	<b>976.6K</b> <a href="#">-57%</a> Keywords 6.5K <a href="#">↑</a> Traffic Cost \$1.9M <a href="#">↓</a>	<b>4.2M</b> Referring Domains 39.4K Referring IPs 39.6K

ROI focused content syndication provided T-Mobile an increase  
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