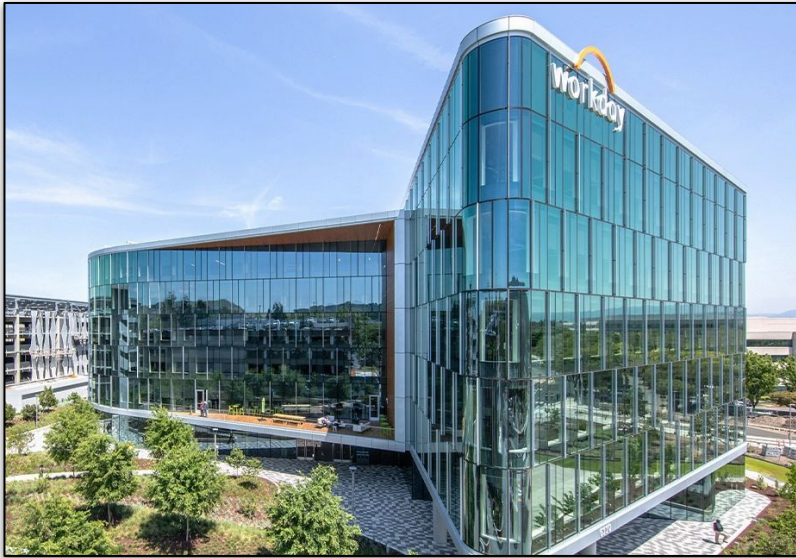




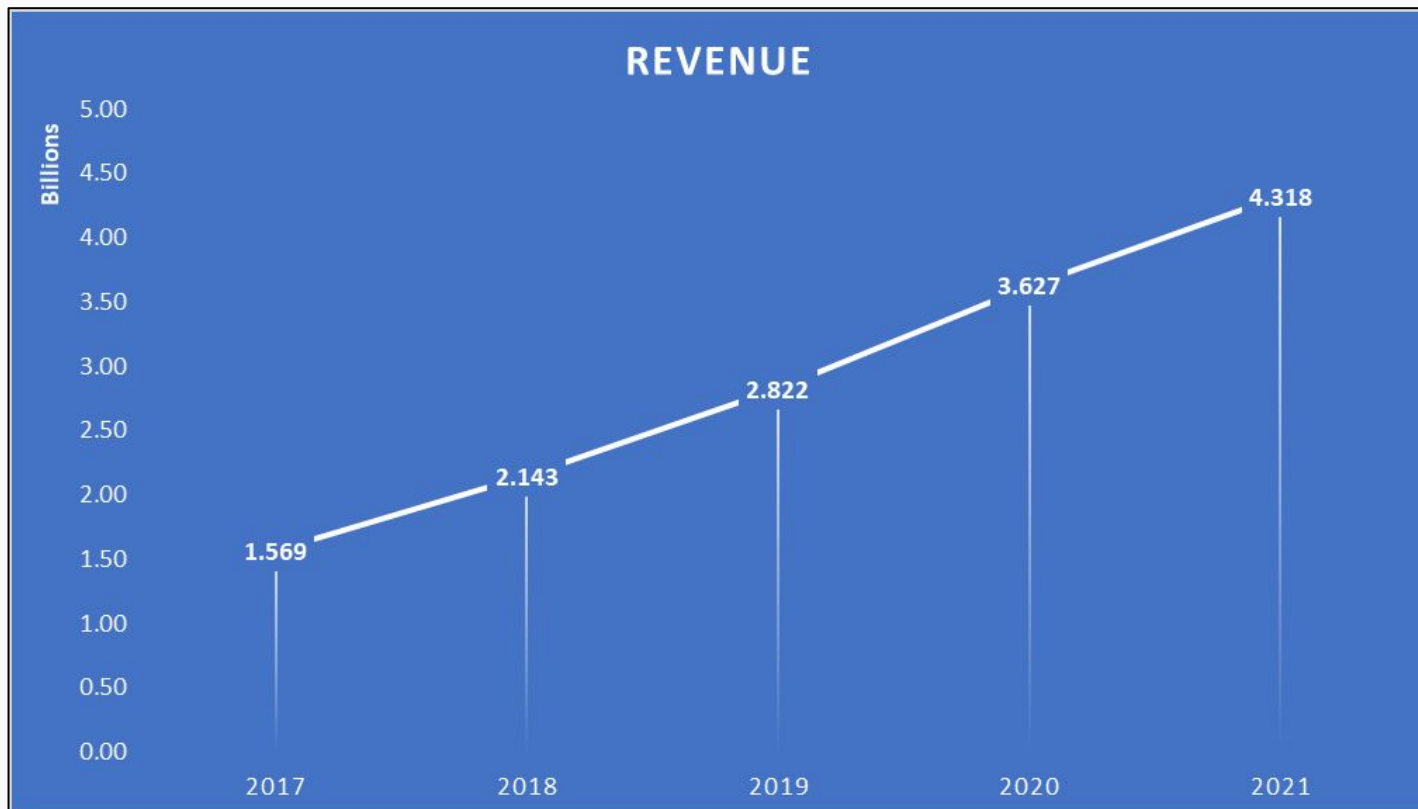
Javier Hernandez, Natalie Lechtaler, Gabriel M. Ronquillo
Digital Marketing Plan
Digital Marketing 634-02

Background



- Founded in March 2005
- Headquartered in Pleasanton, CA
- Went public in October 2012 with the ticker symbol WDAY

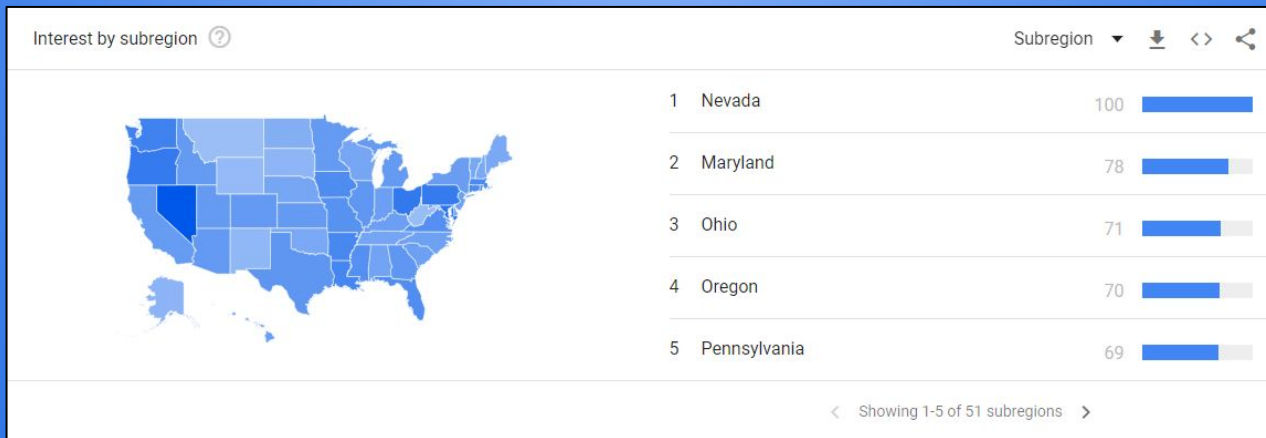
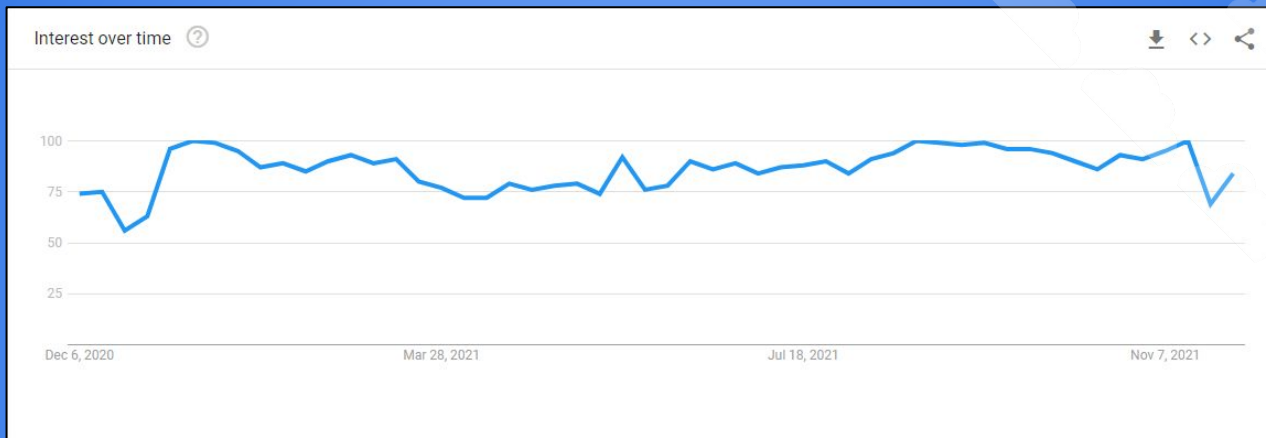
Financials




Competitors







Search Analytics



Search Analytics

Related queries 

Top    

1	workday	100	<div><div></div></div>
2	login workday	31	<div><div></div></div>
3	my workday	5	<div><div></div></div>
4	work	3	<div><div></div></div>
5	target workday	3	<div><div></div></div>

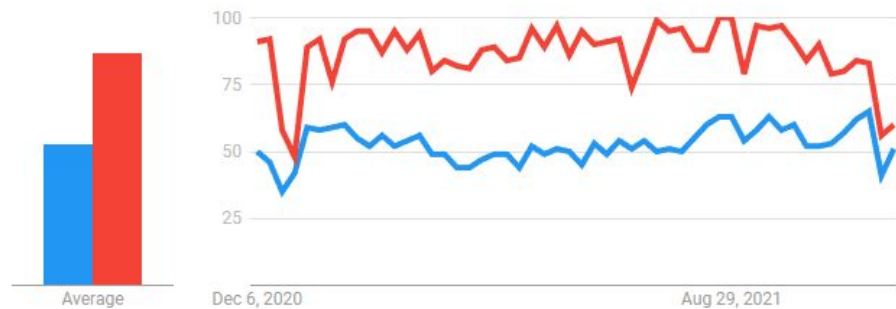
<

 Showing 1-5 of 25 queries

>

Search Analytics - Contd.

Interest over time ?

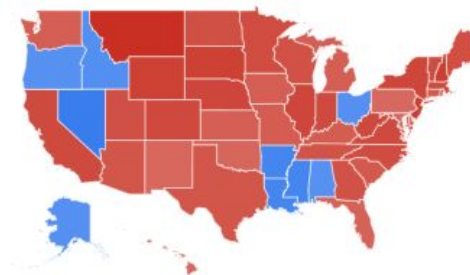


Compared breakdown by subregion

Subregion ▼ ☰



● Workday, Inc. ● Salesforce



Color intensity represents percentage of searches [LEARN MORE](#)

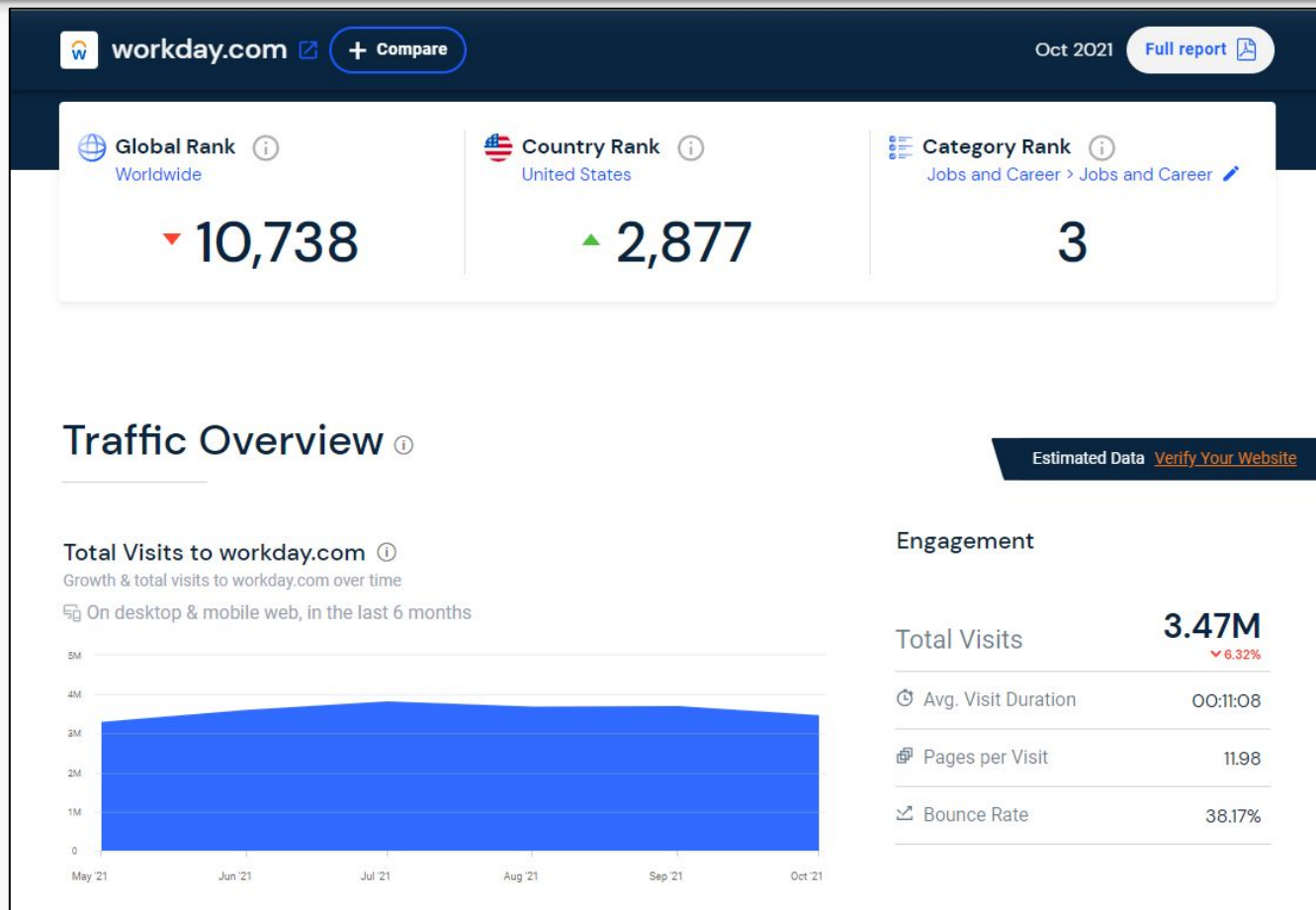
Target Customers

- B2B company
- Companies range in size from medium to very large.
- 50% are fortune 500 firms
- Expanding into government contracts



Website Analytics

Audience & Behavior



Website Analytics

Audience Interests

Audience Interests ①

Categories ①



Computers Electronics
And Technology >
Programming And
Developer Software



Computers Electronics
And Technology >
Computers Electronics
And Technology



Jobs And Career > Jobs
And Employment



Finance > Finance

Also visited websites ①

myworkday.com

wd5.myworkday.com

wd3.myworkday.com

workday.okta.com

workday.wd5.myworkdayjobs....

Topics ①



Website Analytics

Traffic Sources

Social ^①



[See more social traffic](#)



91.69% Organic

Top 5 Organic keywords

Out of 4,105 ^①

workday	40.05%
	▼ 4.75%
workday login	9.53%
	▲ 0.03%
workday careers	2.23%
	▼ 3.10%
myworkday	1.27%
	▲ 40.36%
workday careers login	1.00%
	▲ 1,569%

8.31% Paid

Top 5 Paid keywords

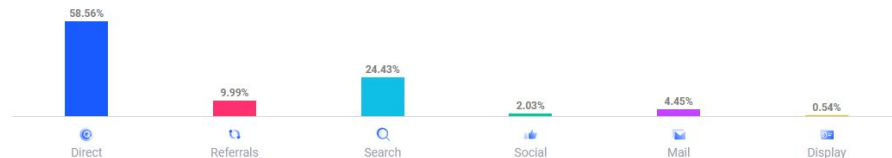
Out of 979 ^①

workday	5.40%
	▼ 4.50%
work day	0.07%
	▲ 43.57%
workday recrutement	0.06%
workday software	0.05%
	▲ 376.1%
talent marketplace	0.05%

Traffic Sources for workday.com ^①

workday.com's marketing strategy is focused on Direct with 58.56% of traffic coming from this channel, followed by Search with 24.43%

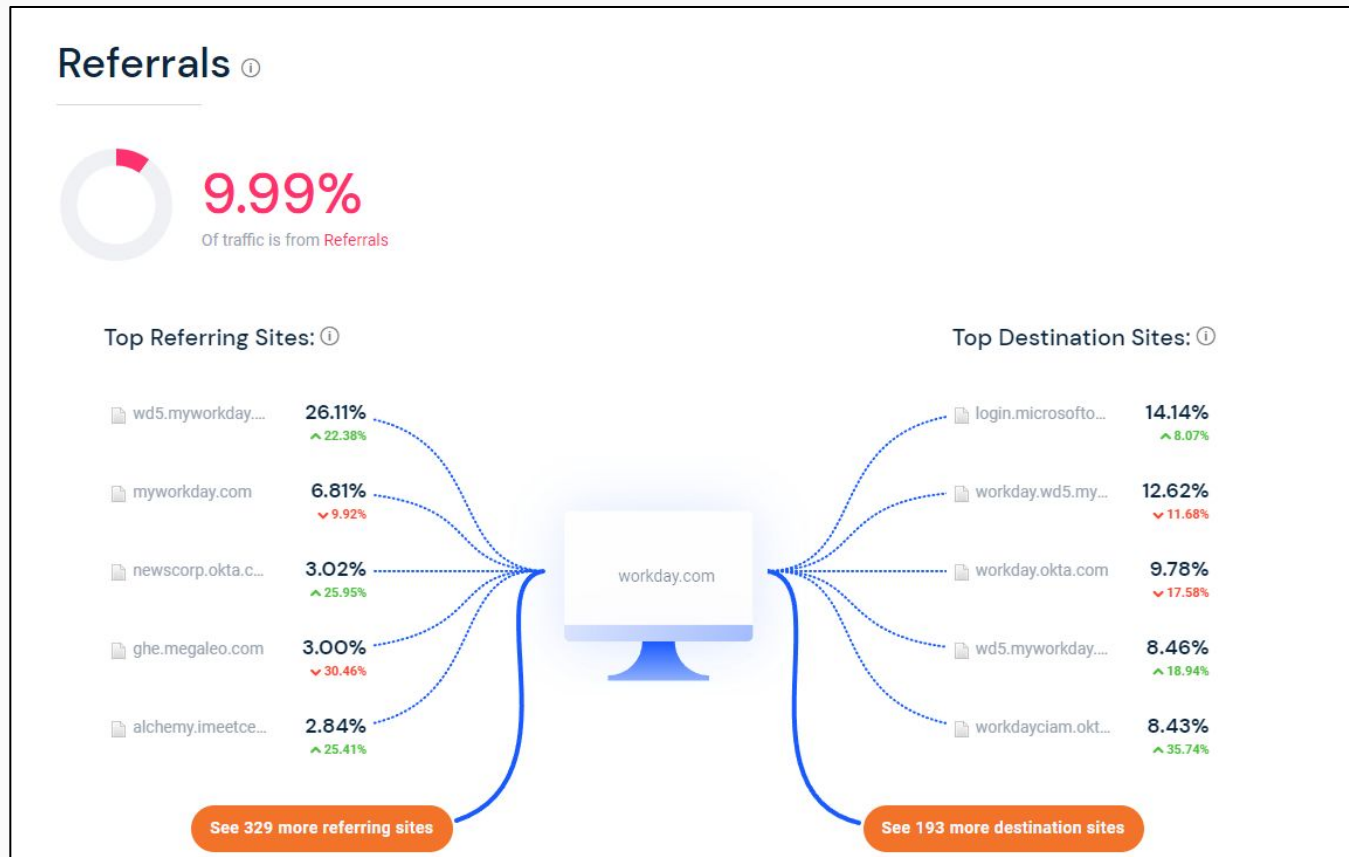
🖥 On desktop



[Get full comparison with Similarweb PRO](#)

Website Analytics

Referrals



6 Steps to Creating a Digital Marketing Strategy

1. Identify the target persona
2. Identify goals
3. Focus on content
 - a. Blogs
 - b. White pages
 - c. Social media channels
4. Make it easy for customers to reach you
5. Identify your differentiators
6. Track process and progress through analytics



1. Workday personas consist of the office of the oCEO, oCHRO, oCFO, oCIO.
2. Goals: to increase customer base, market awareness and presence, increase revenue.
3. Content: blogs, white pages, PR press release, social media presence on LinkedIn, Twitter, FB, and Instagram.
4. Create a customer journey with goal of conversion; create awareness, educate the customer, get the customer connect with sales associate.
5. Through content and company culture identify and inform differentiators compared to competitors.
6. Track engagement and conversion with resources such as Adobe Analytics and Google Console.

Owned Media Strategy, SEO Keywords

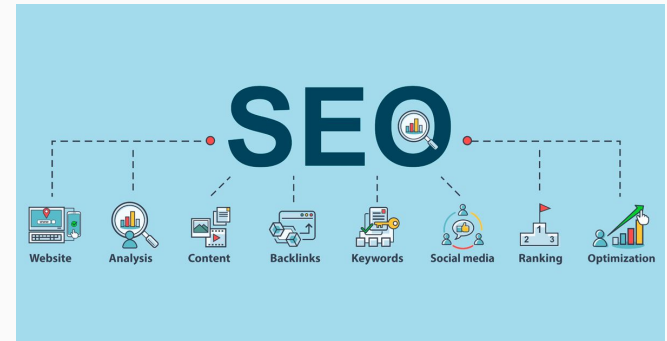
Choosing the right keywords can get the right customers on your platform

Current Keywords on Website:

- CHRO
- CFO
- CEO
- Planning

Suggested Keywords:

- Cloud-computing software
- Saas
- Cloud computing
- Cloud



Owned Media Strategy, Content Marketing

- Workday blog; own site
- Webinars
- Events, Workday Rising, and Conversations for a Changing World
 - Potential customer driver- to get conversions



Owned Media Strategy, Social Media

- Social media; LinkedIn, Twitter, Instagram, YouTube, and FB
 - Blogs
 - Events
 - Customer stories
 - Company news



Owned Media Strategy, Influencer Marketing

- Shared customer stories
 - Blogs
 - Social media post
- YouTube demos of products
- Affiliate Marketing



Paid Media Strategy

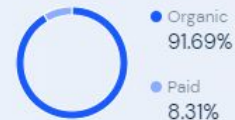
Keyword	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
erp systems oracle	5000	Medium	\$3.62	\$300
learning management system lms software	50	Low	\$28.64	\$248.47
best lms systems for business	50	High	\$40.87	\$232.56
best learning management systems for business	50	Low	\$66.99	\$225.95
best learning management system software	50	Low	\$20	\$219.10
the best hris systems	50	Medium	\$22.50	\$199.92
best corporate learning management systems	50	High	\$20	\$192.72
top learning management systems for business	50	High	\$24.27	\$182.56
global payroll systems	50	Medium	\$41.65	\$178.23
global payroll vendors	50	Medium	\$50	\$177.18



Keyword Search Traffic

See the list of top paid and organic keywords driving traffic to workday.com.
(On Desktop, Worldwide)

Organic vs. Paid



Top Keywords

workday	40.05%
workday login	9.53%
workday careers	2.23%
myworkday	1.27%
workday careers l...	1.00%
4.1K Others	45.92%
See all →	

Total Keywords
4.1K





24.43%

Of traffic is from Search

91.69% Organic

Top 5 Organic keywords

Out of 4,105 ⓘ

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	▼ 4.75%
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	▲ 43.57%
workday recrutement	0.06%
workday software	0.05%
	▲ 376.1%
talent marketplace	0.05%

Social Media Ads

- Workday utilizes their diverse portfolio of software to create different accounts
- By segmenting clients, they can focus and have only relevant content served up in their respective channels.




Workday

274,671 followers

1mo

+ Follow ...

If you had an additional \$1 million budget, how would you spend it? We asked 500 leading finance executives this same question. Here's what they had to say:



CFO Sentiment Study

workday.com

83 Likes · 3 Comments

Measurement Strategy, SMART

- **Specific-** Grow revenue 10%
- **Measurable-** Create customer awareness via social media
 - Engage customers through social media channels targeted for personas
- **Achievable-** Convert potential customers into customers
 - Create relationships with potential customers, speak to their pain points through thought leadership content and industry knowledge
- **Relevant -** Increase customer base by getting 10% conversions
- **Time-bound -** Reach SMART goals by FY24

Key Metrics

- Source Traffic
 - Filtering certain types of traffic
- Social media presence
 - Expand to other job sites
- Affiliate marketing
 - Expand affiliate network

