

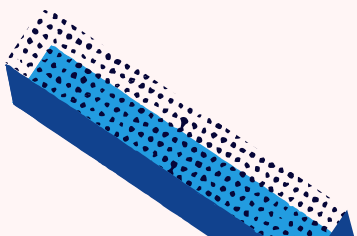
A Guide to

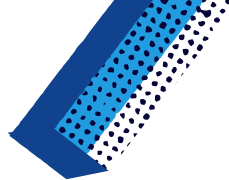


How Bitly's Marketing Team Uses Bitly



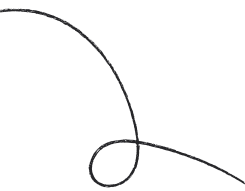
bitly






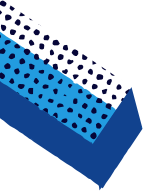
Every day, marketing teams around the world log in to Bitly to get a view into how their hard work is helping them meet their team and business's goals. Beyond enabling marketers to quickly and easily create short links, Bitly provides a *complete link management solution*, enabling them to shorten, brand and measure the impact of their links.

The Bitly marketing team is no different. We use Bitly in our daily workflows to help us understand how our prospects and customers engage with our brand across our many different touchpoints. In fact, just about every one of our initiatives is backed by Bitly links, from our overall marketing program and campaigns strategy, to the projects our director of marketing runs and the programs our digital, content and growth marketers spearhead.





So, we thought, “who better to explain the value of Bitly for marketing teams than Bitly’s own marketing team?”



In this ebook, we’ll share examples of how Bitly’s marketing team uses Bitly across different channels to support our work. You’ll learn how we leverage Bitly for:

- ✓ Amplifying the Bitly brand
- ✓ Streamlining multichannel campaigns
- ✓ Testing new optimizations
- ✓ Reporting on program performance

Plus, we’ll tell you which Bitly features are our favorite for driving our team’s work forward. Let’s get started!





Branding is Better with Bitly

That title was a mouthful, we know. But one of the things that we, as marketers, love most about Bitly is that we can use it for branding.

Connecting a custom domain to your Bitly account allows you to create branded links. So, instead of “bit.ly” links, every link you share has your brand in it.

With Bitly, you can easily browse, select and set up a custom domain for your account—in minutes—right there in the app. That means that whenever someone sees one of your links, whether it’s on social media, a print or digital ad, a text message or other communication, they also see your brand.



Tons of our customers take advantage of branded links. Here are a few of our favorites.



swoo.sh

BuzzFeed

bzfd.it

ESPN

es.pn

amazon

amzn.to

You might be thinking, “OK, so branded links look better. So what?” Beyond better-looking links, using branded links in your content and communications helps to gain your audience’s trust because they recognize them as yours. And if your audience trusts your links, they’re more likely to click on them.

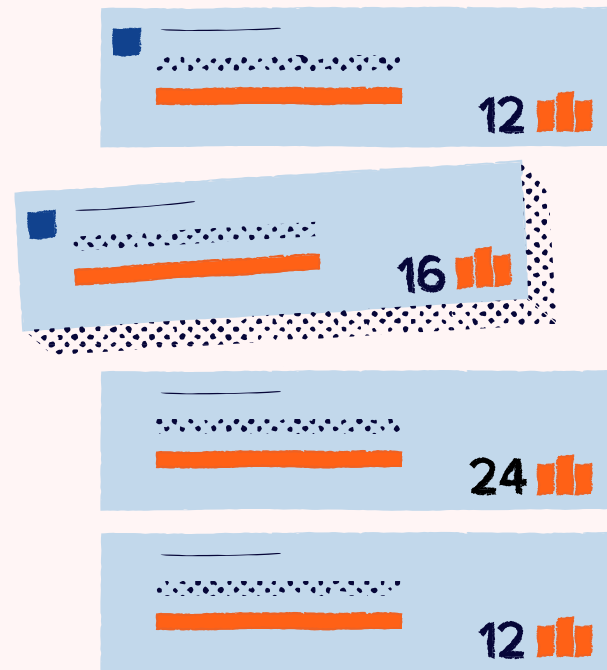
In fact, in a study we conducted we found that our customers see up to 34% more click-throughs when they share branded links, as opposed to “bit.ly” links.¹

Another great benefit to branded links is that you can customize them to make them even more memorable. Take this one, for example: “**bitly.is/hiring.**” This really comes in handy when your links appear on printed materials, like event collateral.

¹ <https://bitly.is/2LiNieh>

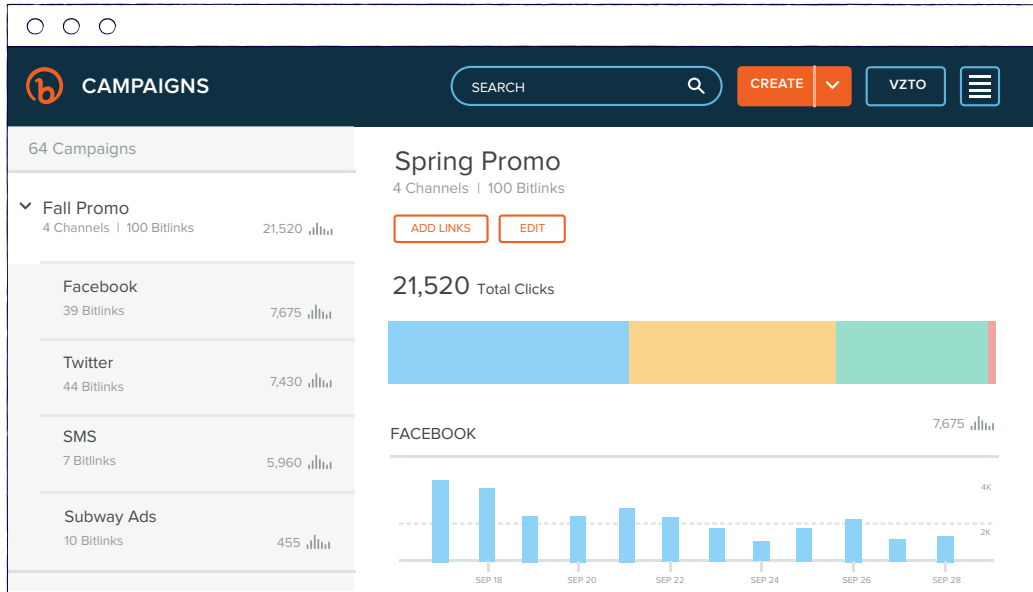
Multichannel Campaigns: Unifying a Fragmented Customer Journey

If you're like us, your team's activities cross multiple channels. Comparing how your content and optimizations are performing across each one can be a tricky—and frustrating—process that includes multiple tools. That's why our team uses the *Campaigns* section of Bitly to organize and track the effectiveness of multichannel campaigns.



In *Campaigns*, we can organize links associated with a campaign into different channels or content, so we get a streamlined view of our metrics. This helps us understand which channels are driving results for our brand. And, importantly, because today's consumers engage with brands through multiple channels and mediums—mobile, social, email, etc.—it helps us piece together a fragmented customer experience.

Here's a look at how we organized one of our ebooks in *Campaigns*.



Campaigns consolidates our link metrics so we're able to easily compare channel performance in real-time—without having to jump from platform to platform. We like the flexibility of being able to organize our multichannel campaigns in a way that will give us the best view of our click data.

That's *Campaigns* in a nutshell. Now, let's take a look at how we use Bitly to run programs across a number of different channels—from email and social media to our website, digital ads and blog.

The State of the Customer Experience

The customer journey can seem daunting. It spans apps, devices and channels. Since no prospect takes a single route, there's an infinite number of steps one might take to becoming a customer.

In fact, according to Forrester:

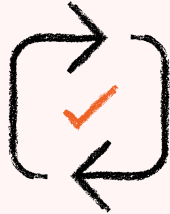
95% of consumers use three or more channels in a single customer service interaction *with* **62%** of them crossing devices.²

As we just went over, *Campaigns* enables you to build custom campaigns to reflect and measure that multistep, multichannel experience. If you want to compare the results of an email campaign against an SMS campaign, or a territory in the Midwest to a territory on the East Coast, it's as simple as creating a campaign in Bitly and adding the channels and links you want to track. By knowing how each channel is performing up against the others, you can see which of your investments are paying off and which might need more attention.

² <https://bitly.is/2DHHYNI>



Email



Redirects

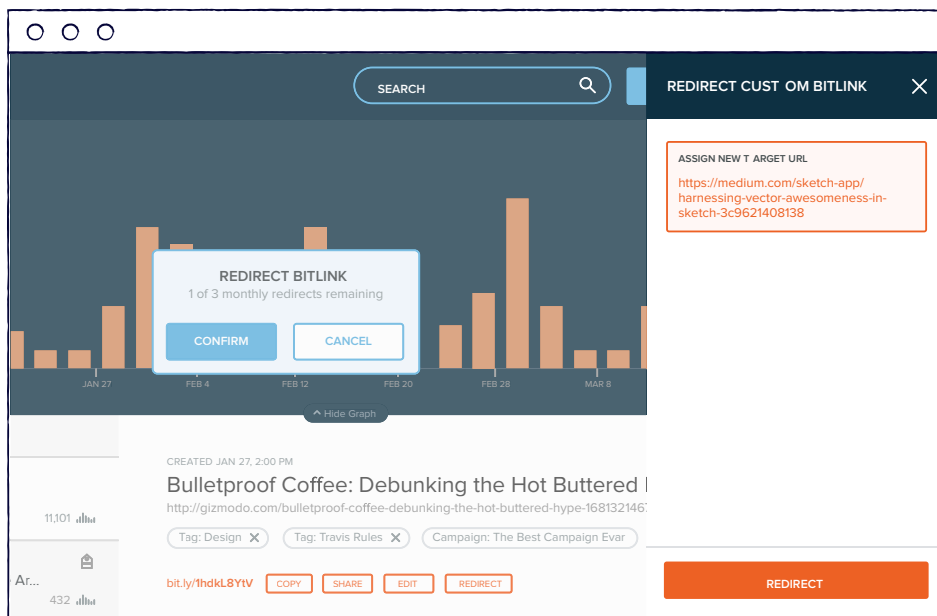
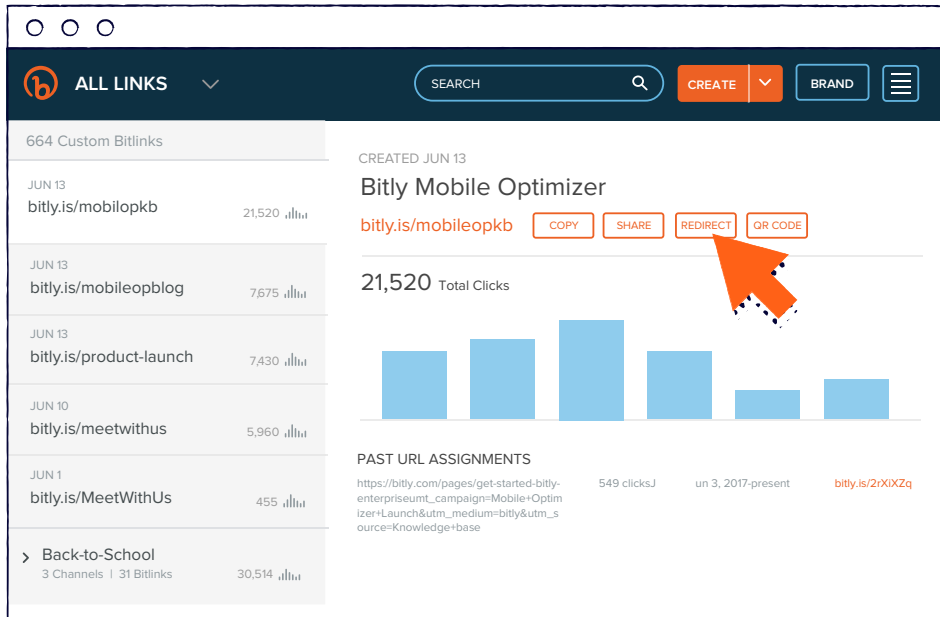
At Bitly, we have a number of email nurtures running at any given time and there are Bitly links embedded within each of them.

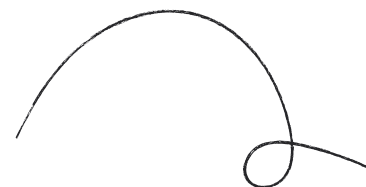
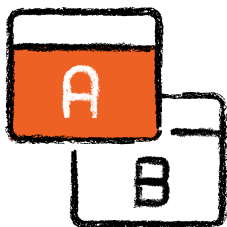
Sometimes, we have to make mass updates to those links. For example, when we redesigned our website, all the URL structures changed. We needed to redirect the links in our emails so our recipients weren't sent to an error page when they clicked on one.

Having to go into our email systems to update them would be really frustrating, not to mention time-consuming. Luckily, we don't need to. We can redirect the link using Bitly, saving a lot of time and stress.



By redirecting the link, anyone who clicks on the original link will land on the new page you've chosen to direct people to. This workflow looks something like this:

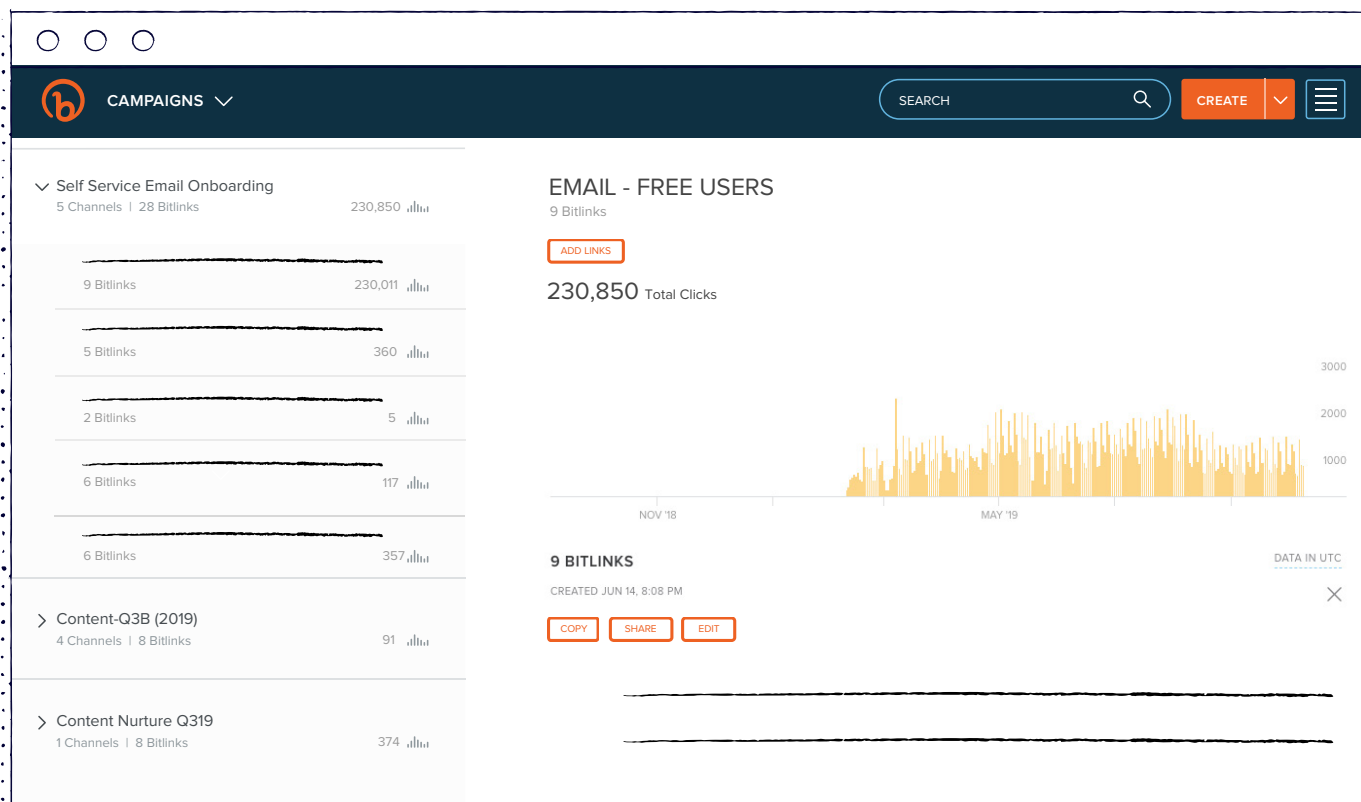




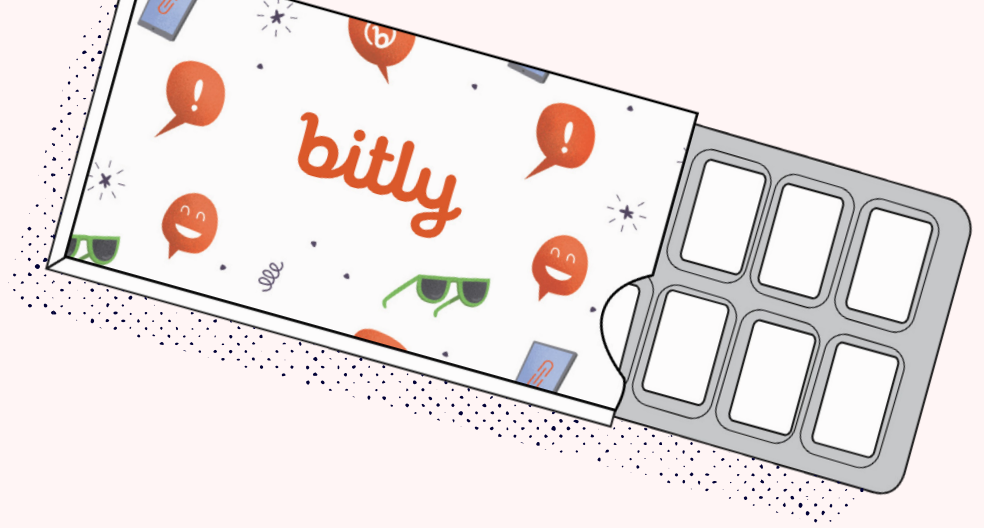
A/B Testing & Reporting

Using Bitly, we can see how every little interaction someone has with an email impacts our metrics. How? By setting up a campaign in the *Campaigns* section of Bitly so we're able to compare click numbers on each of our tests.

This also helps us understand which of our marketing materials are resonating with our audience and which aren't. For example, we ran A/B tests on an onboarding email series for each Bitly plan. Here's how we set that campaign up.



Events & Promotions

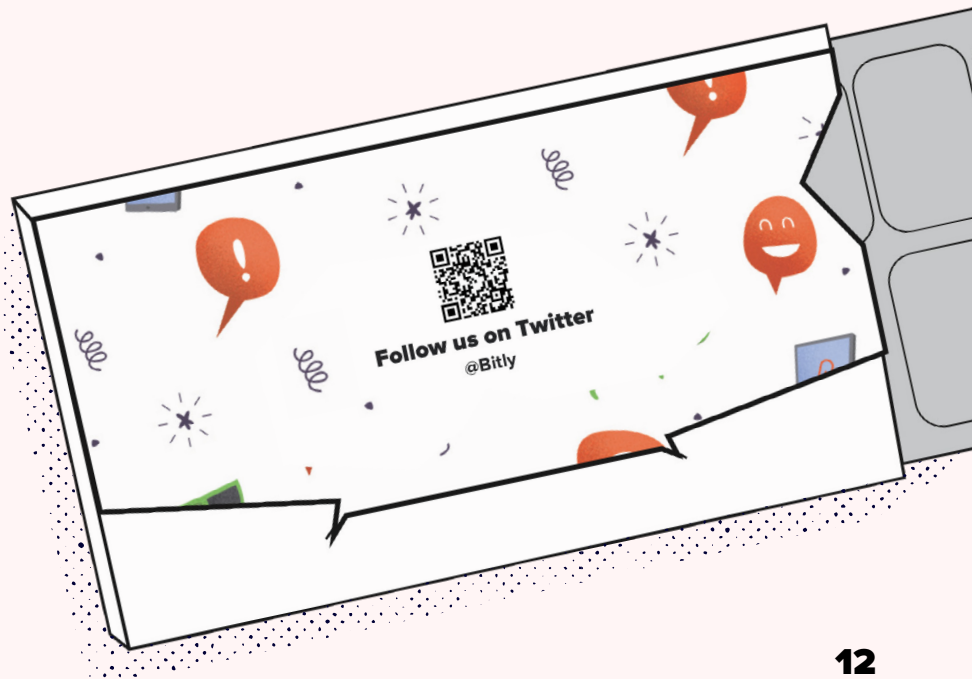


At our sponsorship of Twilio's SIGNAL Customer and Developer Conference, our designers created promotional materials to share with developers who dropped by our booth.

At events and conferences, the last thing people want to worry about is memorizing information about a company they may be interested in. Using custom branded Bitly links in our print materials and

signage made it super easy to send people home with more information, without overloading them on the spot.

We also printed a Bitly QR Code on some of our giveaways to keep attendees engaged with our brand after the event. The code pointed people to our social media handles so they could follow us and keep in touch.



Social Media

Bitly was originally created so people could share short links on social, where character count was often limited. Nowadays, there's a long list of ways social media marketers use us.

Here are just some of the social media tools that integrate with Bitly:

agora
pulse

Sendible

buffer

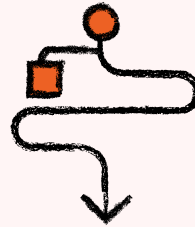
sprinklr

CoSchedule

sproutsocial

dlvr.it

MeetEdgar

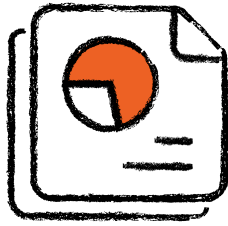


Streamlined Workflow

Our team juggles multiple tools to manage the publication of our content across different social channels. This is where the integration with our social publishing tool comes in handy.

Integrations like this allow teams to quickly create short links for posts from within the social media tool's platform, through their Bitly account. To understand how each of their social posts performed, they can go back into Bitly and find all of their links and click metrics.

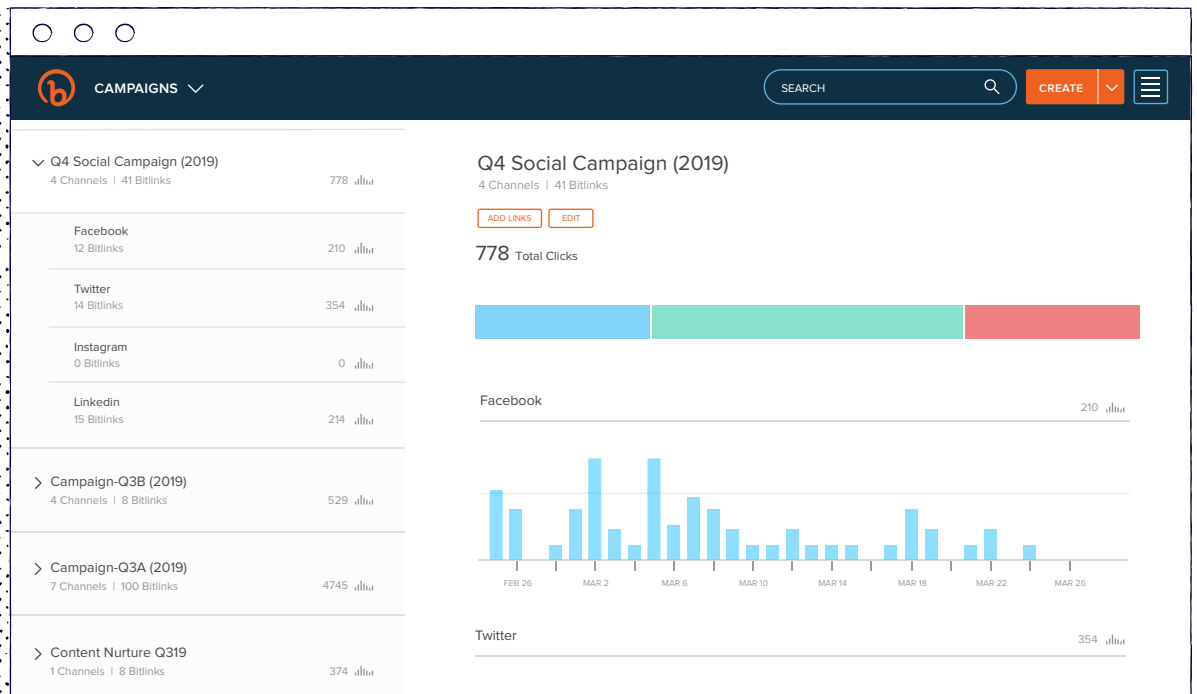




Consolidated Metrics

Just about every social platform offers its own analytics, but unfortunately each one has its own distinct way of measuring engagement data. For an apples-to-apples comparison of how our content is being consumed across each of our social channels, we use Bitly.

To get a view into these metrics, we use the *Campaigns* section of Bitly. Here's an example of how that looks.

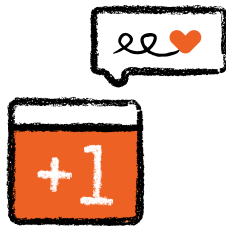




On-the-Go Analytics

Another way our social team uses Bitly is to check link data on-the-go via the mobile app. This is handy if someone asks for data on a particular post, while one of our team members is away from their desk.

By using the app, we can quickly locate and share that data.

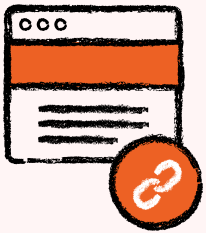


Brand Impressions

Our marketing team uses a custom domain. That means, instead of creating “bit.ly” short links, all of the links we share across social media are “bitly.is” links. So, every time someone sees or engages with one of our links, Bitly’s brand gets an impression.

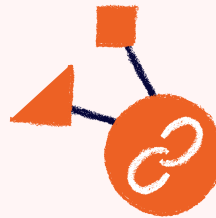
Content

Our content is powered by Bitly links, from the ones that appear within blog post copy to the unique links we give our partners on joint content initiatives.



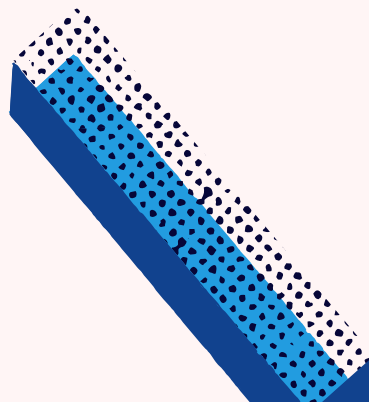
Links in Blog Posts

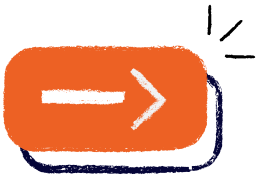
As for the URLs linked within our posts, using Bitly gives us a view into reader behavior. For example, we can learn more about which blog posts our readers are interested in learning more about, since we use Bitly links to drive from one post to another.



Shareable Links

We even create a custom branded link for each of our blog posts. For example, we wrote a post on customer loyalty and created the easy-to-remember branded link **bitly.is/CustomerLoyalty**.





Calls-to-Action

We use links with UTM parameters for all of our CTAs, then we shorten the link with Bitly. This helps us understand which content drove people to fill out a form on our website and, further, what topics motivate users to engage with our brand.



Sales Team Links

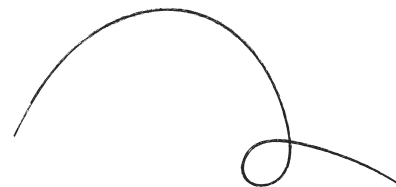
Every time we publish a new piece of content, we provide our sales team with a unique link with UTM parameters, shortened using Bitly. This allows us to see what content the team is sharing with prospects and customers and shows us what topics the team finds useful in their sales process.



Partner Content

When we work with partners on creating content—for example, a joint webinar—we typically both run promotions that point back to a shared landing page.

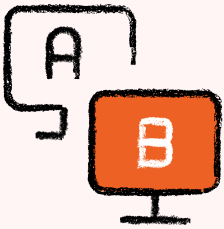
To help keep track of who brought in which leads, we like to give our partners a unique link with UTM parameters. Depending on what we want to measure, sometimes we'll even create multiple tracking links—one for each of our promotional channels (i.e. email and Twitter)—so we can get even more granular with our click data.





Website

Our website is a powerful channel for our business. So, it's critical that we're constantly thinking about how we can improve it for the thousands of visitors we get each day. There are a number of ways we use Bitly to do this.



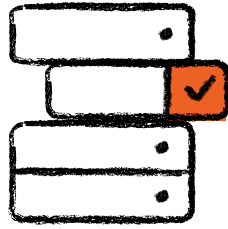
A/B Testing

Google Analytics provides lots of data we use to drive our website decisions, but Bitly gives us an important additional set of metrics: click data.

We recently tested some new CTA copy on our homepage. By knowing how many clicks that CTA was getting compared to the old

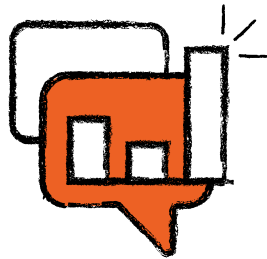
copy, we were able to see how copy changes impacted visitor engagement with our calls-to-action.

Aside from copy, we often test CTA placement and the color of the actual button, among other things. Every time we do, we see the change in clicks in real-time in the *Campaigns* section of Bitly.



A Consolidated View

All of the links we use on the website are organized according to campaign in the *Campaigns* section of Bitly. We love this because our links are sorted into individual channels so we can easily track and compare their performance, which is very handy when testing link performance across an entire website.

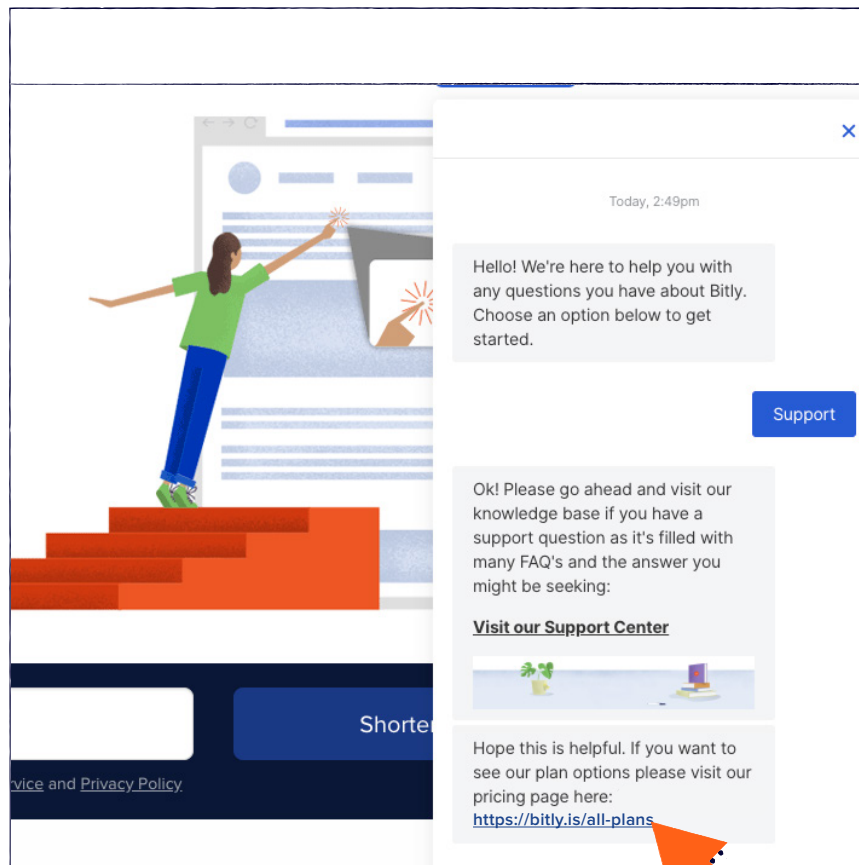


Website Chat Platform Engagement

One of our more recent website use cases for Bitly links is understanding what content is helping to drive conversions via our website chat platform. In chat pop-ups, we're able to share branded links in our messages to visitors that drive them to places like our pricing page and the Bitly knowledge base.



By doing this, we're able to gather important insights that help us go beyond making assumptions and allow us to either confirm or deny our hypotheses. Say, for example, we discovered that 10% of all our chat engagement goes to our support team. We may want to consider making investments in that area or updating our messaging to point to our knowledge base.



Paid Advertising

When it comes to digital ads, every character counts. In that sense, ads are tailor-made for Bitly links. We use Bitly links in the headlines and subheads of ad copy, keeping text short and our brand at the center of the user experience.

Here's an example of an ad we've run, powered by Bitly. (You may have seen it in the wild!)

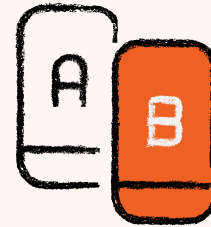
Bitly
12,869 followers
7mo

Long links are tough. Create custom branded short URLs that look better and get more clicks: bitly.is/BestinClass

Grab your coupon here!
<https://sliceo.pizza/code30>

Grab your coupon order here. <http://www.sliceo.pizza.com/pages/menu-toppings/order/customer-referral/code/zy9e2890d/2309coupon/30d03/discounts/confirmation/receiving/82103903/?token=offer30percent>

Get started for free
bitly.com



A/B Testing

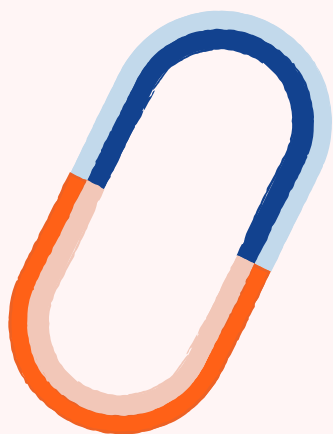
Ads are also a great place to leverage Bitly for A/B testing. We've been able to compare the performance of two different ads using unique Bitly links. Doing this, you can test headlines, images, CTAs or other variables—and, again, you can see the results in real-time.

Wrapping it Up

For our marketing team, Bitly isn't just a tool we help sell—it's central to our programs and initiatives, and an important resource for promoting our brand. Without it, testing and optimizing our work would be a much longer, much more complicated process. Rather than digging through different spreadsheets and platforms, we can instantly know which content and tests are most effective.

Plus, all of the knowledge and insights we collect from Bitly helps us adjust our strategies and constantly iterate—two important factors in continuously optimizing our customer experience and driving measurable results for our business.

We hope the examples we've shared here give you some inspiration for how your own marketing team can incorporate Bitly into your workflow!



Ready to learn more about how your marketing team can leverage Bitly?

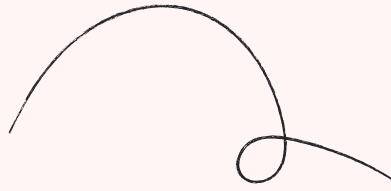
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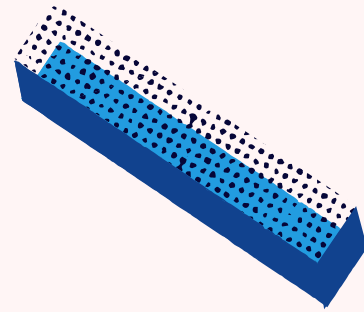





About Bitly



Bitly is the world's leading Link Management Platform. Influencers as well as businesses of every size use Bitly to embed short, branded call-to-action links in their customer communications and use Bitly's tools, analytics, and insights to maximize the performance of their marketing programs.



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