

fifteen

THE CONTENT MARKETING STORY

Fifteen found that a lot of the graduates who applied for jobs in the design industry had missed conceptions of the general career path of a designer. Therefore, Fifteen decided to make an infographic to explain salary expectations and career progression, as we believe that students need better guidance regarding their career, from people within the industry.

The strategy

We began outreach to colleges and universities, who had design disciplines, in order to guide their students. The infographic gave students the option to submit their portfolio to us, so we could offer advice and improvements for their portfolio when sending off to potential employees. We felt that this infographic was really adding value to students and gave colleges and universities a great reason to link to Fifteen.



Results



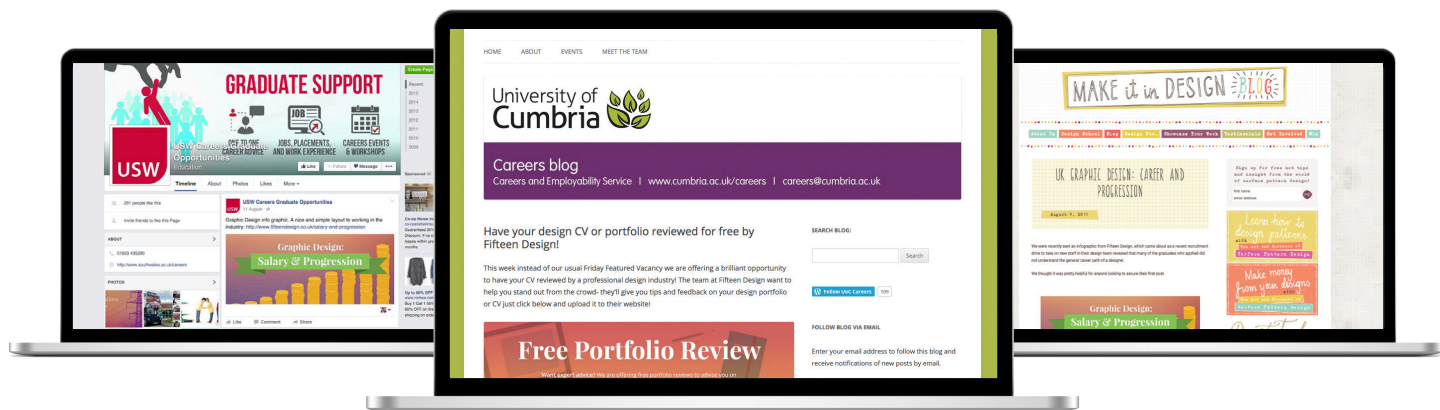
13
links from
**Universities
and Colleges**



104
portfolio
reviews
submitted

Popular platforms where
content was shared





These links have provided Fifteen with higher domain authority and citation flow and the website's SEO visibility has increased over 25%

