

MOBILE MINI SECURES NEW BRAND VISIBILITY WITH BRAFTON CONTENT DIVERSIFICATION



Mobile Mini is a publicly traded company that rents, leases and sells portable storage containers with more than 80,000 customers. The longstanding business is best known for its nearly impossible-to-break security lock systems.



“ I work with over a dozen agencies. You’d be surprised at how few bring an idea to the table. Granted, I’m the director and I need to be forward thinking, but it’s nice to have someone else looking out for our best interests... it’s like [Braffton is] an extension of my team. ”

– **Robert Loy**, Marketing Director

STRATEGY

A significant rebrand called for all of Mobile Mini’s assets to be reprinted and redistributed. Marketing Director Robert Loy recognized this as the perfect time to develop a content marketing strategy that would be built around raising brand awareness. Loy understood that just putting the company’s logo out there was not going to get them the industry recognition that they needed.

To get Mobile Mini’s content picked up, shared and distributed, Braffton developed a diverse content strategy that included: a complete blog redesign, written and video blog content, whitepapers, infographics, newsletter, social promotions and animated videos.

RESULTS

By repurposing and expanding their content offerings, Mobile Mini was able to provide their customers with a diverse set of content that was directly in line with their updated branding and marketing objectives. The result has been more qualified traffic from search, social and email.

Traffic Results:

- **+77%** Organic Blog Traffic Quarter-Over-Quarter
- **+81%** Referral Traffic From Social Channels

Supporting Content & Promotion:

- Infographics
- Whitepapers
- Video Blogs & Animated Videos
- Organic & Paid Social Media Promotion
- Email Newsletter Distribution