

Company Background

It began as a dream of a sprawling oasis in the middle of Denver Colorado. Now, for more than 55 years, the Denver Botanic Gardens has brought joy and beauty to the community through the unity of art and science. The gardens provide a living laboratory for education, plant conservation and family involvement. Today, the Denver Botanic Gardens is one of the largest gardens in the country, emphasizing native plants and championing environmentally responsible practices such as water conservation and biological control of pests. With three unique sites: Denver Botanic Gardens, Denver Botanic Gardens at Chatfield and Mount Goliath, the Gardens offer an experience unlike any other in the Rocky Mountain region.

Business Challenge

Communication and the way in which an organization can clearly define their message are critical in finding success and creating brand awareness. Today, Search Engine Marketing (SEM) has become a driving force behind communication, making effective copywriting an integral part of an organization's messaging and Web site.

The Denver Botanic Gardens has grown into a robust center for the community. However, with this growth, the Gardens soon found the need to rebrand their messaging and Web site in order to engage the community and simplify their message. They found their Web site too verbose and lacking of the proper language for the Web. The site was research intensive and lacked simplicity, ease of use, and a clear message.

Solution

To assist with content copywriting, the Denver Botanic Gardens enlisted the expertise of Indigio to redesign their site and reconstruct their content to mirror their rebrand; the first time in over thirty years.



As they approached 2008, the Gardens envisioned a new branding platform, which focused on four core values – transformation, relevance, diversity, and sustainability. Indigio used these core values along with their belief that less is more and simplicity is key. These fundamental ideas set a foundation in which Indigio applied copywriting best practices to help engage user experience. Content was written to encourage interaction and provide a clean and contemporary brand for the Gardens.

The original content was culturally rich in knowledgeable plant research; however there was little direction and the content did not cater to the audience. Due to this disconnect, Indigio applied key principles for copywriting success to support the branding platform and direction for the upcoming year by keeping content simple and concise. As content was written they looked to focus on the following:

Dare to be Different. The potential to expand the Gardens messaging and step outside the norm was an opportunity Indigio utilized to differentiate the site and make it visually stimulating.

A Unique Selling Point: The Gardens offers an environment of natural beauty and education. Indigio highlighted this unique experience through stimulating pictures and current programs offered.

Brand Consistency: The rebrand brought a new look of innovation and diversity to the Gardens. Therefore, the content and creative elements of the Web site needed to mirror one another to engage the visitor and drive the beauty and excitement of the Gardens.

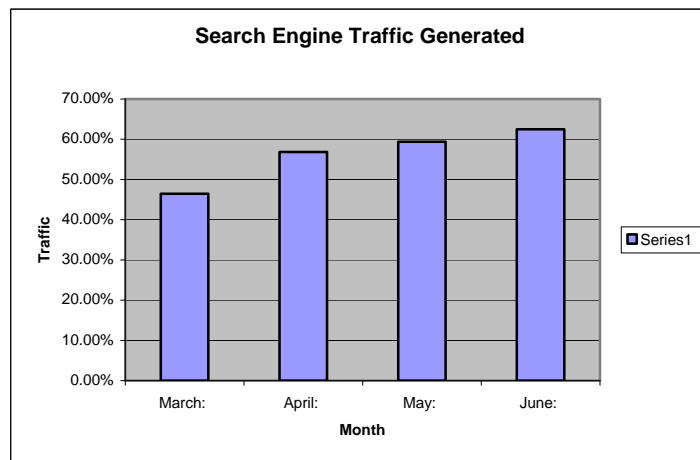
Provide Value: With a clear message and defined audience established, the content was written in a simple and clear voice that not only supported the vision and branding but also provided its own value for the reader through its relevance and simplicity.

Show Instead of Tell: Effectiveness was a key goal when rewriting content for the Web site. The homepage featured most frequently visited topics and stimulated user engagement through the use of bright images and interactive functions such as a blog, upcoming events, weather updates and community involvement.

The Results

Through effective copywriting strategy, Indigio was able to liven the content of the Denver Botanic Gardens Web site. Focusing on a streamlined direction that catered to the sites audience, the Gardens soon saw a significant increase in the level of traffic generated.

Improved content and messaging proved valuable to the site, which allowed visitors to find specific information readily. Following the Web site launch, each month saw a significant increase in search engine traffic, due to the new SEO friendly Web site. March's traffic was 46.5% and by June search engine traffic reached 62.5%. The rebranding and simplified copywriting of the Denver Botanic Gardens allowed their characteristics and values to grow as visitors became more engaged and involved.



Conclusion

Strategy and the direction in which a company positions itself is a crucial determination of the success of Search Engine Marketing (SEM). The copywriting for the Denver Botanic Gardens was written to encompass the new culture and branding geared toward a more user engaging Web site, which ultimately increased their presence online. As the Gardens continue to "flourish" their site will mirror their success by providing knowledgeable highlights and community events that stimulate the art and science of plants that make the Denver Botanic Gardens one of the most treasured in the nation.

"With the significant support and talent of our friends and strategic partners at Indigio, we set out to ensure Denver Botanic Gardens will flourish. Our new Web site reflects the importance of our Partnership with Indigio and features design and development that is best-in-class."

-Brian Vogt, CEO, Denver Botanic Gardens