

Social Media Campaign Plan

Blue Chip Consulting Group

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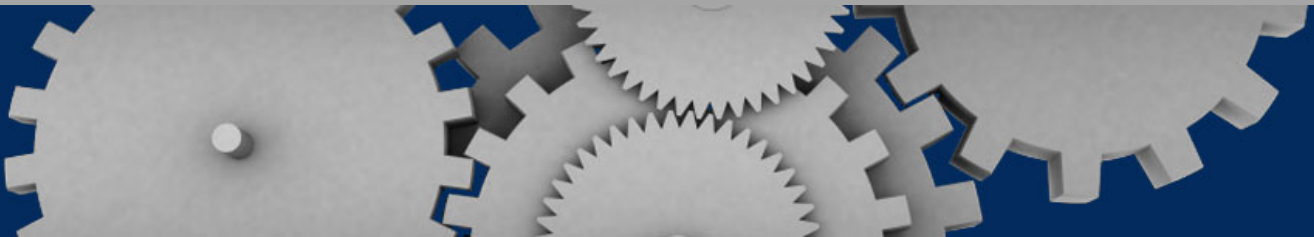


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Executive Summary

In staying consistent with the business and social media goals of Blue Chip Consulting Group, our social media campaign will work toward increasing traffic to the company website and social media while simultaneously launching and promoting a company blog during the summer of 2013. By utilizing multiple social media platforms such as Twitter, Facebook and Wordpress, this campaign seeks to reach our target audiences with a well-rounded scope.

Blue Chip is a growing company in Northeast Ohio that is now close to 100 employees. Thus, reaching out through social media will not only help secure more work for the company but it will also help actively recruit more employees through the social media presence. It is crucial in today's day and age for a company to have a strong social media presence, and by continuing to build Blue Chip's, it will only help the company in the long run.

The blog will be aimed at promoting the specialties of each Blue Chip employee to customers and other potential employees. Creating the blog will support continuous efforts of evolving the Blue Chip name in the social media sphere and building a credible image for the company to increase revenue and build relationships with customers and potential employees. Properly networking the blog will also add to the company's credibility and help secure future clients and employees.

The Blue Chip mission aims to gain as much credibility and name for the company as it can in a practical manner, and the plan that we have construed will help the company reach the goals that it wants to achieve in the next few months in regards to social media.

Overview

Blue Chip Consulting Group is a Microsoft Consulting Servicing company based out of Cleveland, Ohio. Blue Chip consulting hires the highest quality employees possible to deliver IT solutions to its clients including email, Office 365 and SharePoint. Blue Chip works in a highly competitive industry of Microsoft products that must keep up with the cutting edge technology while delivering top-quality work to their customers. Employees at Blue Chip have, on average, 10 to 14 years of experience in the IT world. Blue Chip is also a Microsoft certified company and was named as a Top Partner in 2012 by Microsoft.

One of Blue Chip's goals is to help clients know what's coming next in the world of technology so they can be prepared and adjust their businesses accordingly. Since technology is evolving every single day, it is difficult to keep up with the latest trends and capabilities. The trend in this industry has recently been for companies to outsource their technology needs to other countries. However, Blue Chip strives to differentiate themselves by being personal and customer focused. In a digital world, it is easy to get caught up in screen time. Blue Chip prides itself on having a top-notch staff with decades of experience under their belts.

Due to its roots in technology, social media is a great marketing tool for Blue Chip. It shows that Blue Chip is in on the latest technological trends in communication. By utilizing the presence that it already has, we will launch Blue Chip into a larger social media presence. In addition, this strength in a social media will highlight what Blue Chip is made for: optimizing communication. With an increase in social media, Blue Chip will be able to monitor how people are already communicating and use that to their advantage. Furthermore, it opens the pathways of communication to a two-way street, allowing patrons of Blue Chip to inquire or comment on the services that Blue Chip has provided to them.

Research

Key Competitors

Blue Chip is involved in a highly competitive market, looking for work in a high stakes industry that is ever-growing and evolving. We took a look at other IT companies out there to see what Blue Chip is up against. The following companies we found to be Blue Chip's competition:

- ProSource Solutions, LLC.
- Avanade
- Sogeti
- Cardinal Solutions

Cardinal Solutions

Located in Cincinnati, Ohio, Cardinal Solutions is one of the top competitors with Blue Chip for business in that section of Ohio. They were named a Microsoft Gold Partner in 2001, and they were named a Microsoft Managed Partner in 2007.

Product Summary:

Cardinal Solutions are certified as gold by Microsoft in the following areas:

- Collaboration and Content (SharePoint)
- Business Intelligence
- Web Development

They also deliver Microsoft products to the audience at competitive prices.

Why it is a competitor:

They operate within the same industry offering Microsoft solutions to their customers at competitive prices. They compete for the same clients and business, and offer similar products as Blue Chip. In addition, Cardinal Solutions offers similar employee benefits, so it would be a

competitor for employees along the same lines.

-<http://www.cardinalsolutions.com/cardinal/home.html>

Sogeti,

Sogeti is part of the Capgemini Group – one of the world’s largest consulting service companies. Prided on its global outreach, Sogeti’s global headquarters are located in Paris, France, and U.S. headquarters located in Dayton, OH. Sogeti is a top competitor with Blue Chip, due to being a leading provider of IT consulting services both locally and globally.

Product Summary:

Sogeti has a deep specialty with Microsoft and IBM solutions, as well as Testing/Quality Assurance. The company also serves a variety of industries including:

- Energy, Chemicals and Utilities,
- Healthcare,
- Manufacturing, Retail and Distribution, and
- Public Sector

Why It Is a Competitor:

Sogeti serves as a Blue Chip competitor based on the strong alliance it holds with Microsoft. Recently recognized by Microsoft as a top alliance partner, Sogeti has also been named as a Microsoft Gold Competency Partner, a Global Microsoft Office SharePoint Server Center of Excellence, and a 14-time winner of the Microsoft MVPs. Serving its target audience in a variety of the same ways as Blue Chip does, this global outreach, and local outreach serve as primary competition with Blue Chip.

-<http://www.us.sogeti.com/>

ProSource Solutions, LLC.

ProSource Solutions, LLC. is a competitor of Blue Chip located in Richfield, Ohio. This company is a five-time Microsoft Gold Certified Partner and it has won other awards in the field as well. ProSource has clients in industries such as finance, healthcare, manufacturing and small businesses.

Product Summary:

- Develop strategies to help their clients use their imaginations to create “the next big thing”
- Solution development, customized for specific needs
- Project services; they help plan and execute projects that further a client’s business objectives
- Packaged services; they control costs and accelerate business projects
- Managed services; they assist clients with daily IT activities to help businesses run smoothly

Why It Is a Competitor:

ProSource Solutions is a competitor of Blue Chip because they both strive to offer innovative IT solutions to customers. Also, since they are located in the same region customers may find it convenient for employees to come directly to them when doing business. They offer similar services to the same target audience, making them a very strong competitor.

-<http://www.prosourcesolutionsllc.com>

Avanade

An international entity, Avande is based out of Cincinnati for their Ohio office. With offices from Atlanta to Singapore, Avanade is a driving force in the IT world. Being such a large entity, Avande has clientele such as Sara Lee and Pepsi within their portfolio. The company prides itself in being experts in Microsoft programming and overall innovation.

Product Summary:

- Application Development: Personalized business programs to increase productivity
- Business Intelligence: Strategic insight on overloaded company data
- CRM: Customer Relationship Management - ensuring the best company contact to clients
- ERP: Enterprise Resource Planning
- Outsourcing: Management of applications and IT outside the company
- Technology Infrastructure: overall standing of company's internal softwares

Why It Is a Competitor:

Between its vast size and overall offerings, Avanade is a huge competitor for Blue Chip. The large size of Avanade gives it a concrete, stable appearance. Also the fact that they are so large gives them access to more people within its employees. However, its large size can take away from the personal touch that a company like Blue Chip can offer.

-<http://www.avanade.com/en-us/Pages/default.aspx>

Social Media Presence

Blue Chip has a growing social media presence. The company is expanding on a daily basis with almost 125 “likes” on Facebook and 106 followers on Twitter. The online presence on LinkedIn is also growing with more than 200 followers who check-in almost daily for company updates. In addition to these, the company is also working on launching a blog through the social media site, WordPress. The company has a solid search presence in the Google world with all of its social media sites appearing when searches such as “Microsoft-based” “Information Technology” and “SharePoint” are all searched in the Cleveland area. These searches could appear higher on the results page though, which can be fixed with some Search Engine Optimization. The brand is presented in a very professional manner and reflects the strategy and ideals of Blue Chip.

Social Media Analysis

The company is currently located on Twitter, Facebook and LinkedIn. The company posts daily to each account, ranging from job openings to Microsoft news to what the company is currently working on. However, despite the steady amount of content, some of the posts can be repetitive, so varying the content can keep its posts relevant and intriguing. One way the content could be changed from time to time is focusing on individuals in the company, such as an employee of the month that is featured on the website as well as social media tools. Overall, the Facebook status of the company is growing with more than 40 people “liking” the page in the past two months.

Blue Chip’s Twitter presence is also expanding. Following most IT accounts from around the country, Blue Chip has gotten its foot in the door with a solid foundation for Twitter

followers. The company has also merited retweets from different IT accounts as well as several mentions from other related accounts. It would be nice to see some more variation in the material as well on this account. One way we could do this is by bringing in the Cleveland aspect of the company and sharing news from the area in regards to IT.

LinkedIn is used primarily as a recruiting hub. While there is content posted on the account from time to time that are non-recruiting posts, overall employee searching is its main purpose. It might be helpful if Blue Chip expands from this a little bit and brings in some other material about the company so potential employees can see another aspect of the company other than just the open jobs.

Social Media Plan

Social Media Platforms

Since Blue Chip is such a digital company, it is only natural that we utilize social media to interact with our target. We will utilize the following social media platforms to improve traffic to Blue Chip's website:

Twitter

We will utilize twitter a means to spread our content from our blog as well as share influential people and their ideas about the industry. Twitter will help expand the reach of our longer content contained on our Wordpress page to a larger audience in a shorter message.

Facebook

Facebook will help us stay connected with Facebook users as well as upload more content than twitter can handle until our blog is established. By using Facebook, we can talk with current fans, and inspire them to share the word of Blue Chip to others. This will also spread the word about the upcoming blog.

Wordpress

Wordpress will help us spread more in-depth content about our company and technological advances in detail. We will use the blog as a central hub for detailed information that we can spread through other social means.

Google Keywords

To engage our target on Google, we plan on utilizing Google Adwords to build awareness of the company when they are searching for select services. We searched on a local and national scale of how effective each of the word choices would be:

| Keyword | Competition | Global Monthly Search | Local Monthly Search |
|-----------------------------|-------------|-----------------------|----------------------|
| SharePoint Development | Medium | 49,500 | 14,800 |
| Computer Technology | Medium | 1,220,000 | 246,000 |
| Microsoft | Medium | 83,100,000 | 20,400,000 |
| Information Technology | Medium | 5,000,000 | 1,220,000 |
| Cleveland Ohio | Low | 1,200,000 | 1,000,000 |
| Consulting | Low | 13,600,000 | 3,350,000 |
| Infrastructure Optimization | Low | 1,600 | 390 |
| Microsoft-Based | Low | 27,100 | 9,900 |
| IT Infrastructure | Low | 2,240,000 | 450,000 |
| Blue Chip Consulting | Low | 73 | 58 |

Looking at these numbers, a good word choice with medium competition would definitely be Microsoft. The name has recognition worldwide, and is searched quite frequently. On the lower competition end, a couple words that would be very useful would be consulting and IT infrastructure. For being low competition, the words are searched very frequently and match what Blue Chip is all about. However, all of these would be viable options for Blue Chip to use.

Goals and Objectives

In order to establish the types of content we want to post, we decided on a couple of goals in order to effectively outreach to our target:

Goal 1: Increase traffic to the company website.

- Objective 1: Craft and post tweets that include relevant links and will attract the attention of the target audience. This process will commence May 1, 2013.
- Objective 2: Post text, images and links to Facebook that will attract the target audience.

Goal 2: Launch a blog for the company that will increase its social media presence and contribute to the company's overall business goals.

- Objective 1: Use Twitter and Facebook posts/updates to direct traffic to the blog each time a new blog post is published.
- Objective 2: Increase the blog's following and credibility by networking with and linking to widely respected blogs in the industry.
- Objective 3: Include links to the company website and information about their services on the blog in order to coincide with the first goal and drive traffic to the company website.

Content Buckets

Blue Chip has its work divided into seven different solutions that it focuses on for its various customers. We will use these solutions for the social media, including using the seven topics to launch a blog in the upcoming months. The focus points of each area are listed below them. The seven categories will be:

Optimized Desktop

- Centralize management of physical and virtual environments
- Provide real-time, system-wide health reporting
- Simplify deployment processes and accelerate productivity

Identity and Access Management

- Features enable system auditing and compliance while cutting costs, enhancing security and increasing end-user productivity.
- Empower users to manage access
- Manage identities through simplified policies and workflows
- Easy integration into existing architectures

Virtualization

Reduce hardware maintenance costs

Increase flexibility of scaling

Improved TCO

Portals and Collaboration

- Reduce data duplication to maintain reliable information
- Facilitate information sharing in a user-friendly manner
- Simplify the administration of securing sensitive information

Systems Management

- Simplify patching/updating systems
- Centralized location of system information
- Decreased troubleshooting time

Unified Communications

- Simplify communication channels to one location
- Connect people to each other to streamline workflow

Data Transformation

- Ease administrative overhead by reducing application repetition
- Trust that your data will remain in-tact with Blue Chip's proven track record
- Streamline migration processes to automate workflow

Content Calendar

After establishing our content buckets that we want to focus on, we created a content calendar for the month of May 2013 for Blue Chip's social media outreach. We mapped out each day with what content would be covered and the platform that the content would be released on. This helped assure that all of our content buckets were well utilized and that we were not overlapping or overusing topics. Here is our content calendar for May 2013:

Wednesday, May 1, 2013:

Facebook/Twitter:

- 11:15 AM: Need to unify your technical environment and eliminate the need to support software for both Windows 7 and Windows XP? -<http://www.bluechip-llc.com/about/CaseStudies/Pages/WindowsXPtoWin7.aspx>
- 3:05 PM: Do you have a passion for technology? Blue Chip is hiring. Apply now! - <http://www.bluechip-llc.com/about/careers/Pages/default.aspx>

Thursday, May 2, 2013

Facebook/Twitter

- 10: 45 AM: Blue Chip has a proven track record for success.
- 2: 45 PM: Blue Chip is looking for a SharePoint architect. Apply <http://www.bluechip-llc.com/industries/Pages/default.aspx>today! -<http://www.bluechip-llc.com/about/careers/pages/open-positions.aspx?pID=8>

Wordpress

- 12:00 PM: Blog about Unified Communication (use Facebook/Twitter to Promote the blog)

Friday, May 3, 2013

Facebook/Twitter

- 12:00 PM: Have you delivered Win7 projects? Do you have a technical background? Apply to be a Win7 Architect. -<http://www.bluechip-llc.com/about/careers/pages/open-positions.aspx?pID=8>
- 1:15 PM: We have helped organizations in many industries align technology and business goals. Will you be next? -<http://www.bluechip-llc.com/industries/Pages/default.aspx>

Monday, May 6, 2013

Facebook/Twitter

- 11:45 AM Provision services faster to free up resources & enable greater business agility. - http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Configuration_Manager.asp
- 3:00 PM: Do you have a strong balance between professional and technical skills? We want you. -<http://www.bluechip-llc.com/about/careers/Pages/default.aspx>

Tuesday, May 7, 2013

Facebook/Twitter

- 12:00 PM: Microsoft private cloud enables you to experience IT as a Service on your terms. Get started w/ that experience, today. -http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Configuration_Manager.aspx
- 3:35 PM: We're actively recruiting the best consultants in the nation. Apply today. - <http://www.bluechip-llc.com/about/careers/Pages/default.aspx>

Wednesday, May 8, 2013

Facebook/Twitter

- 12:30 PM: SCOM 12 provides infrastructure monitoring that is flexible and cost-effective.

Learn more about how SCOM can help you! -[http://www.bluechip-](http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx)

[llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx](http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx)

Thursday, May 9, 2013

Facebook/Twitter

- 11:45 AM: Looking for comprehensive monitoring for your datacenter and cloud? Blue Chip

has the solution. -[http://www.bluechip-](http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx)

[llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx](http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx)

- 2:45 P.M.: Do you have experience with identity management solutions on the Microsoft platform? Apply to Blue Chip! -<http://www.bluechip-llc.com/about/careers/pages/open-positions.aspx?pID=6>

WordPress

- 2:00 PM: Blog about Data Transformation (Use Twitter/Facebook to send out links)

Friday, May 10, 2013

Facebook/Twitter

- 12:15 PM: A SCOM solution helps ensure the predictable performance and availability of vital applications. -[http://www.bluechip-](http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx)

[llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx](http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx)

- 3:30 PM: We're hiring! -<http://www.bluechip-llc.com/about/careers/pages/open-positions.aspx?pID=6>

Monday, May 13, 2013

Facebook/Twitter

- 12:10 PM: Have you designed and developed SharePoint solutions? Use your skills at Blue Chip. We're hiring! -<http://www.bluechip-llc.com/about/careers/pages/open-positions.aspx?PID=8>
- 3:10 PM: Reduce the cost of data migration projects by automating processes with a solution in data transformation. -http://www.bluechip-llc.com/solutions/Pages/data_transformation.aspx

Tuesday, May 14, 2013

Facebook/Twitter

- 11:50 PM: Streamline migration processes to automate workflow with a solution in data transformation. Let us help you build that solution. -<http://www.bluechip-llc.com/about/pages/contact.aspx>
- 3:05 PM: We are strategically allied with some of the most successful organizations in the industry. Are you a partner? -<http://www.bluechip-llc.com/about/Pages/Partners.aspx>

Wednesday, May 15, 2013

Facebook/Twitter

- 11:30 AM: Looking to ease administrative overhead? By reducing application repetition using data transformation this becomes possible. -http://www.bluechip-llc.com/solutions/Pages/data_transformation.aspx
- 2:45 PM: We have the experience you need to reach even the most complex technical goals. Check out a case study. -<http://www.bluechip-llc.com/about/CaseStudies/Pages/Case%20Studies.aspx>

Thursday, May 16, 2013

Facebook/Twitter

- 11:50 AM: A SCOM solution helps ensure the predictable performance and availability of vital applications. -http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Operations_Manager.aspx
- 3:00 PM: In financial services? Use Microsoft System Center to enhance the mgmt & reporting of your infrastructure. -<http://www.bluechip-llc.com/about/CaseStudies/Pages/Microsoft%20System%20Center%20Case%20Study-Finance.aspx>

Wordpress

- 2:30 PM: Blog about Portals and Collaboration

Friday, May 17, 2013

Facebook/Twitter

- 11:55 AM: We have the experience in the design and implementation of Microsoft SharePoint solutions. Learn more. -http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/SharePoint_2010.aspx
- 3:45 PM: With a custom systems management solution Blue Chip allowed a client to become more agile and secure. -http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Configuration_Manager.aspx

Monday, May 20, 2013

Facebook/Twitter

- 12:00 PM: Deliver information in ways that drive your organization to success. Read how. - http://www.bluechip-llc.com/core_competencies/Pages/sharepoint.aspx

- 2:45 PM: We build technical solutions to solve business challenges. -<http://www.bluechip-llc.com/Pages/Default.aspx>

Tuesday, May 21, 2013

Facebook/Twitter

- 12:00 PM: We have the experience you need to reach even the most complex technical goals. Check out a case study. -<http://www.bluechip-llc.com/about/CaseStudies/Pages/Case%20Studies.aspx>
- 3:40 PM Do you have a passion for technology? Blue Chip is hiring. Apply now! - <http://www.bluechip-llc.com/about/careers/Pages/default.aspx>

Wednesday, May 22, 2013

Facebook/Twitter

- 12:15 PM: Provision services faster to free up resources & enable greater business agility. - http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Configuration_Manager.aspx
- 2:55 PM: Need a more modern and unified communication system? Let Blue Chip help you move to @MSFTExchange. -http://www.bluechip-llc.com/core_competencies/Pages/exchange_server.aspx

Thursday, May 23, 2013

Facebook/Twitter

- 11:50 AM: Blue Chip recently moved a client to Microsoft Exchange. You can be next! - <http://www.bluechip-llc.com/about/CaseStudies/Pages/Lotus%20Notes%20to%20Microsoft%20Exchange%202010%20Migration-finance.aspx>

- 3:00 PM: Microsoft private cloud enables you to experience IT as a Service on your terms. Get started w/ that experience, today. -http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/System_Center_Configuration_Manager.aspx

WordPress

- 2:30 PM: Blog about virtualization (promote on Facebook/Twitter)

Friday, May 24, 2013

Facebook/Twitter

- 12:00 PM: Looking for a single, extensible platform for Intranet, Extranet and Internet solutions? We have the answer. -http://www.bluechip-llc.com/core_competencies/Pages/sharepoint.aspx
- 2:40 PM: Let us help you build applications on secure and reliable platforms. #SQLServer - http://www.bluechip-llc.com/core_competencies/Pages/sql_server.aspx

Monday, May 27, 2013

Facebook/Twitter

- 11:30 AM: Looking for a comprehensive Business Intelligence solution? Blue Chip has it! - http://www.bluechip-llc.com/solutions/Pages/business_intelligence.aspx
- 2:55 PM: Need a quick, all-inclusive solution to understand your IAM state? We've got it. - http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/Forefront_Identity_Manager.aspx

Tuesday, May 28, 2013

Facebook/Twitter

- 12:20 PM: There is growing demand for cloud solutions and we have the custom solutions to meet it. -<http://www.bluechip-llc.com/solutions/Pages/cloud.aspx>

- 2:40 PM: The Windows platform system has been reinvented to be more flexible, reliable and effective. Windows 8 is what's next in IT.

Wednesday, May 29, 2013

Facebook/Twitter

- 11:50 AM: Let us help you make the most out of the newly released Windows 8. We have the skills and expertise you are looking for! -http://www.bluechip-llc.com/core_competencies/Pages/windows.aspx
- 2:55 PM: Your current and future-state IAM strategies affect your business priorities. - http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/Forefront_Identity_Manager.aspx

Thursday, May 30, 2013

Facebook/Twitter

- 12:00 PM: We are a Microsoft Partner of Choice in North America for our success w/ adoption and integration of Microsoft Windows. Let us help you implement the newly released Win8.
- 3:30 PM: Need a quick, all-inclusive solution to understand your IAM state? We've got it. - http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/Forefront_Identity_Manager.aspx

Wordpress

- 2:15 PM: Blog about Systems Management (promote on Facebook/Twitter)

Friday, May 31, 2013

Facebook/Twitter

- 12:00 PM: Intune can offer you cloud-based device management. We can offer you the expertise to adopt it. <http://www.bluechip-llc.com/solutions/quickstartsolutions/Pages/Intune.asp>Windows
- 2:40 PM: The Windows platform system has been reinvented to be more flexible, reliable and effective. Windows 8 is what's next in IT.

Google Keywords

Here are the analyses we ran to compile the keywords that would be best for Blue Chip:

Local

Only show ideas closely related to my search terms

[Advanced Options and Filters](#)

Locations and languages [?](#)

All Countries

United States

United Kingdom

Japan

Germany

...

All Languages

English

Japanese

German

Portuguese

Include specific content [?](#) Include adult ideas

Show Ideas and Statistics for [?](#) Desktop and laptop devices

Filter ideas [?](#) Local Monthly Searches >= Remove

[+ Add another](#)

[Search](#)

[About this data](#)

Download Sorted by Competition Columns

Save all Search terms (10) 1 - 10 of 10

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches |
|--|-------------|-------------------------|------------------------|
| <input type="checkbox"/> sharepoint development | Medium | 49,500 | 14,800 |
| <input type="checkbox"/> computer technology | Medium | 1,220,000 | 246,000 |
| <input type="checkbox"/> microsoft | Medium | 83,100,000 | 20,400,000 |
| <input type="checkbox"/> information technology | Medium | 5,000,000 | 1,220,000 |
| <input type="checkbox"/> cleveland ohio | Low | 1,220,000 | 1,000,000 |
| <input type="checkbox"/> consulting | Low | 13,600,000 | 3,350,000 |
| <input type="checkbox"/> infrastructure optimization | Low | 1,600 | 390 |
| <input type="checkbox"/> microsoft-based | Low | 27,100 | 9,900 |
| <input type="checkbox"/> it infrastructure | Low | 2,240,000 | 450,000 |
| <input type="checkbox"/> blue chip consulting group | Low | 73 | 58 |

National

Advanced Options and filters

Locations and languages [?]

All Countries: United States, United Kingdom, Japan, Germany, ...

All Languages: English, Japanese, German, Portuguese

Include specific content [?] Include adult ideas

Show Ideas and Statistics for: Desktop and laptop devices

Filter ideas [?] Global Monthly Searches >= [] Remove
[+ Add another](#)

Search

About this data [?]

Download ▾ View as text ▾ Sorted by Competition ▾ Columns ▾

Save all Search terms (10) 1 - 10 of 10 < >

| Keyword | Competition | Global Monthly Searches [?] | Local Monthly Searches [?] |
|-------------------------------|-------------|--------------------------------------|-------------------------------------|
| sharepoint development ▾ | Medium | 49,500 | 14,800 |
| computer technology ▾ | Medium | 1,220,000 | 246,000 |
| microsoft ▾ | Medium | 83,100,000 | 20,400,000 |
| information technology ▾ | Medium | 5,000,000 | 1,220,000 |
| cleveland ohio ▾ | Low | 1,220,000 | 1,000,000 |
| consulting ▾ | Low | 13,600,000 | 3,350,000 |
| infrastructure optimization ▾ | Low | 1,600 | 390 |
| microsoft-based ▾ | Low | 27,100 | 9,900 |
| it infrastructure ▾ | Low | 2,240,000 | 450,000 |
| blue chip consulting group ▾ | Low | 73 | 58 |

Save all Keyword ideas (0) 0 - 0 of 0 < >

| Keyword | Competition | Global Monthly Searches [?] | Local Monthly Searches [?] |
|---------|-------------|--------------------------------------|-------------------------------------|
|---------|-------------|--------------------------------------|-------------------------------------|