



THE CREATION OF A
CONTENT INTERDISCIPLINARY TEAM
SOLVES BUSINESS CHALLENGES FOR UNITED RENTALS





BUSINESS CHALLENGE

In an industry built on face-to-face interaction, how do you harness commerce without harming current customer relationships? You create a powerhouse for developing human-centric content that attracts across all journey touchpoints, enhances connection and is intuitive. With a deliberate content model, VMLY&R performance, experience, media and social content teams collaborated to produce a **local contractor campaign** for United Rentals.

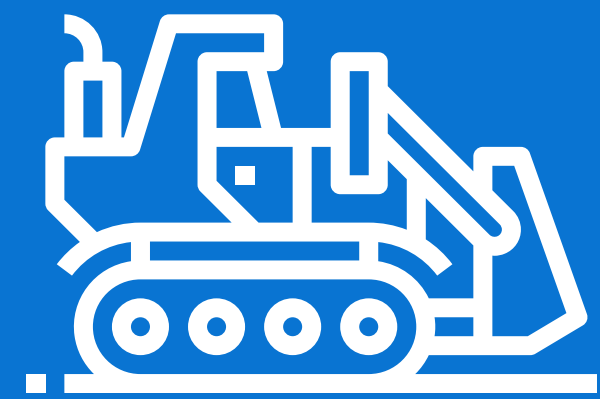
Top challenges we faced:

- ▶ Very little user awareness around United Rentals' local equipment offering and expertise for smaller contractors
- Local contractor landing pages did not have both equipment and educational content to allow users to explore the ecosystem
- Local contractor product pages did not have content written for discoverability on- or off-site in order to capture organic search opportunities



CAMPAIGN INITIATIVES

Solving United Rentals business challenges meant partnering with various content leads for interdisciplinary collaboration. We took insights and development from writers versed in search methods, customer experience elements and social strategy.



Campaign Landing Page

- Local campaign strategy meant creating a **new landing page** to serve as a soft entry point to the [UnitedRentals.com](https://www.unitedrentals.com) versus driving straight to a list of equipment detail pages.



Field-Specific Linking

- To enhanced the user experience, we developed field-specific tiles to link to a filtered list of the equipment catalog. This helps users **target exactly** where they need to go in order to drive rentals.



Blog Content

- Connected related blog content to the local contractor landing page, **linking high-value SEO content to an on-going campaign.**



Product Pages

- Created **optimized content** to capitalize on **organic traffic** while providing education to drive rentals and lessen calls.

LOCAL CONTRACTOR CAMPAIGN

The Content Interdisciplinary Team worked within their specializations as well as with SEO scientists and developers to deliver a holistic campaign across the ecosystem. The CIT created content from several paths along the user journey.

The CIT utilized:

- ▶ ORGANIC SEARCH
- ▶ PAID SEARCH
- ▶ PAID MEDIA
- ▶ PERFORMANCE CONTENT



Friendly faces and fierce capabilities

United Rentals has more than 1,000 branches across the country staffed with local pros. They can help get you nearly any type or class of equipment and a range of solutions from tools to training, all at competitive prices.

So when you need reliable equipment quickly from people you can trust, get your local branch on the line. We're ready to be here for your next project or your next barbecue, well, if you want to invite us.

Rent Equipment Today



Field-Specific Sectors



Landscaping

From tillers to trimmers, we got it all so you can do it all.



Homebuilding, maintenance & repair

Safety first. Success second. Let us look out for you.



General Contractors

Let's partner up. We have it all and are here to serve.



Plumbing & Mechanical

We're on call, too. We've got what you need when you need it.



Electricians

Our lights are always on. Get tools + 24-hour service.



Concrete Contractors

Call in backup. Get big-time tools and personal service.



CAMPAIGN TOUCHPOINTS

ORGANIC SEARCH / EXPERIENCE CONTENT

PAID SEARCH / PAID MEDIA / EXPERIENCE CONTENT

PERFORMANCE CONTENT / ORGANIC SEARCH



PAID DISPLAY

