

Problem Solver's Case Study

A complete solution for your small business!

At a glance

Our agency helped a client grow their business by over \$483,000 in 2021 using social media, email marketing, and website/landing page design & copy changes.

That's a 24x ROI on their marketing spend with us in 2021!

Key metrics

Our team drove a 100% increase in social media organic reach, over 15,000% increase in website users, and helped them add an additional almost half a million dollars in sales.



186%

Increase in social media engagement



7,947%

Increase in online conversions

CHALLENGES



Our client came to us without a digital marketing strategy. They posted infrequently on social media, occasionally sent email campaigns, and weren't able to edit or update their website. These things led to an overall loss of growth in 2020 for the business.

SOLUTIONS



Our team generated social media posts each week, engaged with the accounts, invited new users, and reached out to relevant accounts to like or follow our clients pages. They also wrote compelling emails to the personalized segments of their email list to generate more sales and updated pages of the website to increase overall conversion rate



Professional Service



Marketing Strategy



Proper Analytics and Reporting

BENEFITS



1

Consistent, Engaged Social Media

Consistently posting strategic content to engage potential customers is critical to overall social media success. Engaging with accounts on each platform helps growth.

2

Well Timed & Personalized Email Campaigns

Well-written email campaigns timed to get maximum engagement help potential customers feel the business. This helps drive traffic and conversions online.

3

Conversion Optimization & Testing

Proper analytics and reporting help make better marketing decisions and provide the data needed to optimize conversion rates while testing new content or offers.



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