

Problem Solver's Case Study

A complete solution for your small business!

At a glance

Our agency helped a client grow their business over 35% by implementing an automation strategy, adding new lead generation ideas to their website, and executing their marketing plan. Deliverables included organic social media, online ads, email automation, and CRM implementation.,

Key metrics

Our team drove a 6107% increase in social media organic reach with an engagement rate of 7.88% (almost 8x average). We increased their website conversion rate to over 16% resulting in 35% growth in overall sales to date.



1,666%

Increase in social media engagement



21X

Increase in online conversions

CHALLENGES



Our client came to us because they didn't have the time or knowledge required to execute their marketing plan. They had a decent understanding of what they needed to do but didn't have the resources to execute it. They also didn't have the budget to hire a team internally.

SOLUTIONS



Our team executed their marketing plan and suggested action items (CRM) to increase leads and sales. We handled their organic social media, email marketing, website design & copy updates, and their online ads (including PPC, display, and social media).



Automation Implementation



Marketing Plan Execution



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

CRM & Marketing Automation Implementation

Adding a CRM w/lead scoring allowed us to automate email campaigns and ad sets based on each user's engagement with our client's online properties increasing lead & sales.

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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Doctor / Medical Field



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