

Problem Solver's Case Study

A complete solution for your small business!

At a glance

Our agency helped a client grow their business 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, and website/branding design.,

Key metrics

Our team drove a 242% increase in social media organic reach with an increase engagement rate of 516% for the year. We increased their website conversion rate to over 17.2% resulting in increased overall sales.



84%

Increase in website traffic



242%

Increase in online conversions

CHALLENGES



Our client came to us because they didn't have a brand identity or consistently executed marketing plan and they had a limited budget. they needed a way to be found and recognized to add credibility to their business.

SOLUTIONS



Our team created a new logo, branding guide, and marketing plan to drive better lead generation and overall sales. We created social media posts, engaged as the brand on social media, created new PPC and social media ads, & designed a new website focused on conversions.



Logo, Website, & Brand Guide



Marketing Plan Execution



Proper Analytics and Reporting

BENEFITS



1

Modern Logo Design, Brand Guide, and Website Design

Our team created an eye-catching logo design, added the associated brand guide so that all of their future content was consistent & on-brand, and created a website optimized for converting visitors into leads/customers.

2

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.

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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