



Case Study

A product design company wanted to increase leads without increasing sales hires.



Objectives

Increase lead generation through digital marketing and build a system to market consistently.



Challenges

They didn't have a structure in place to regularly market their services and had a very small budget for marketing. The result was stagnant leads.



Solutions

Increase their presence on social media and search engines by creating a regular cadence to their marketing by blogging 2X a month, emailing their subscribers 2X a month, and driving conversation on social media through weekly posts and conversations. Automate these processes so they can market consistently within their limited budget.

The Results

- #1 Increased marketing presence at only 10% the cost of their former marketing budget.
- #2 Increased LinkedIn followers 10% month over month.
- #3 Increased page view time by 50%.
- #4 Went from 0 email marketing to a 49% open rate.



Wow! I've been missing out.

Mike
Product Design