

GREATLY DIGITAL MEDIA

Digital Marketing case
study





ABOUT GREATLY DIGITAL AND THE GREATLY AGENCY

Greatly Digital and The Greatly Agency together are a nimble and affordable digital consulting, recruitment and advertising agency made up of marketing freelancers specializing in Digital Marketing, eCommerce Strategic Marketing and Business Management, Branding, Digital Marketing, Social Media, Design and more...

MISSION, VISION, AND GOALS

The Mission of the Greatly Agency and Greatly Digital Media is to provide our clients with the affordable expertise to reach their business objectives efficiently and effectively through strategic uses of digital marketing and brand storytelling.

Our associates are passionate about using their experience to bring small to medium sized businesses from good to **great**.



DIGITAL MARKETING CASE STUDY

CHALLENGE

In Spring of 2020 our client came to The Greatly Agency for help strategizing on how to take advantage of the current economic times and help Connecticut small businesses file for bankruptcy.

The client needed to increase brand awareness and lead generation in a timely manner taking full advantage of the economy. With limited resources and budget to build awareness and lead generation the monthly budget and resources were divided between multiple test campaigns and platforms.



SOLUTION AND BENEFIT

It was determined that a combination of organic, unpaid advertising, and paid media. Testing on both Facebook and Google Ads. gives us the ability to compare data sets and consistently adjust, maximizing our reach and ROI. Both google and Facebook allow for specific audiences and provide different avenues for audience direction.

Tactics included a three pronged marketing mix between organic, paid social media and Google advertising that would cost effectively build trust, awareness, and leads.

First, paid social, through the use of the Facebook Ads manager, would allow cost effective awareness campaigns , maximizing the reach and traffic needed to build awareness.

Second, lead generation via Facebook and Google would then allow the client to move some of these followers further down the sales funnel to conversion.

TACTICS: SPECIFICS

Creative and Content: The first challenge was to narrow the audiences into two lanes. Our first lane focused on new customers. This is where multiple A/B tests were performed on various paid mediums using different language styles. Our audience remained in the perimeters of Connecticut, small or new business owners.

Our second lane focused on a connection network of local CPA's and debt collectors who have the ability and resources to recommend clients.



Cadence and Schedule: With limited resources and the running of various tests paid media was ran on a two week cadence. This included implementation of A/B tests, tracking of said tests, and Ad. adjustments of said tests. LinkedIn connection requests were sent out on a daily bases and google my business post were input one to two times a week.

Objectives: LinkedIn connections were sent out regionally. Starting in the New London area and expanding as all related connections with the required job titles were requested. Google my business focused on increasing weekly views and link clicks. Facebooks weekly goals included the increase of brand awareness, increased site traffic, and the completion of form fills.

Audience Paid:

- Gender: Men & Women
- Age: 25 +
- Location: Connecticut
- Occupation: Small business owner

Format:

- Single Image

Organic Audience

- Gender: Men & Women
- Age: 25+
- Location: Connecticut
- Occupation: CPA, debt collector



FACEBOOK
ENGAGEMENT



WEBSITE
VISITS



EMAIL LEAD
GENERATION

MEASUREMENT

Measurement metrics were based on reach, engagement, and lead generation

01

VOLUME OF POSTS

The number of times you have shared content

02

REACH RATE

The number of users who have seen your post

03

FOLLOWER GROWTH

The number of people who like your page

04

POST ENGAGEMENT

The number of people who have chose to follow a page and its news and updates

05

WEBSITE VISITS

the number of unique users who have visited the website

06

LEAD GENERATION

The number of active leads acquired via social means



TEST RESULTS: 2 MONTH PERIOD

01

VOLUME OF POSTS:
15

04

BUDGET AND SPEND:
\$1000.33

02

FOLLOWER GROWTH:
40

05

POST ENGAGEMENT:
506

03

WEBSITE VISITS:
775

06

LEADS GENERATED:
19

REACH:

12,536

IMPRESSIONS:

78,106



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CONCLUSION, LEARNINGS AND INSIGHTS

Compared to traditional offline media, digital methods specifically Google Ads and Facebook in this case, allowed our client to cost effectively reach tens of thousands of potential customers within their target market for a relatively small budget. The two month test period allowed the client to provide "proof of concept" for the potential of the brand in the bankruptcy market.

*"The amount of leads generated in such a short amount of time and with such a limited budget was very impressive. In such hard economic times capturing the trust and attention of small business owners is a challenging task.
-John Christopher Riordan*

360 DEGREE MARKETING



At the Greatly Agency our expertise is understanding your company objectives from the top down. We know marketing and social media are merely tools meant to support company objectives. We approach all of our campaigns with this in mind. We cost effectively and efficiently help you build our your marketing toolkit to reach your objectives cost effectively.

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