

Client Story: Custom Tours

Build a logo, website,
social channels and
generate bookings for a
brand new business.

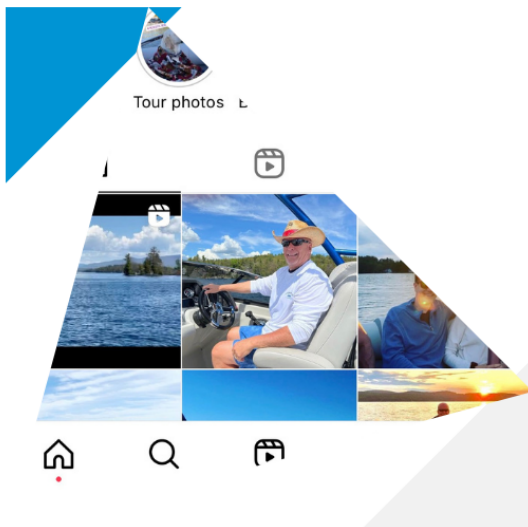


STRATEGY

Studied the market and our competitors

Created a unique name and differentiating logo with business plan

Marketed on social media six months before launch



RESULTS

Over 100 email requests

Over 200 phone call requests

20 directly scheduled bookings

10:1 ROI on marketing investment

FORTUNE 100 TECH COMPANY

Generated \$12 million in sales from a \$200k marketing budget through targeted digital marketing campaigns.

CHANNELS

Digital

- Facebook
- Instagram
- Display ads
- PPC
- SEO

Creative

- Case studies
- Whitepaper
- Infographics



OBJECTIVES

Generate positive ROI with a small marketing budget across several vertical industries.

SOLUTIONS

Used digital marketing channels with targeted messaging and personas

RESULTS

- **\$12 million in sales**
- **Over 300 new highly qualified leads, all senior executives**
- **Positioned SMEs in the vertical space**

