

Digital Marketing Strategy

Case Study

CONTENTS: Digital Leadership

Digital Marketing Strategy

01

COMPANY: TestEquity

DELIVERABLES

Digitl Marketing Strategy
User Interface Design
User Experience Design
Search Engine Optimization Strategy
Marketing Automation
E-Commerce Strategy
Customer Acquisition Strategy
Lead Generation Strategy
Partner Marketing
Paid Media Strategy
Social Media Strategy

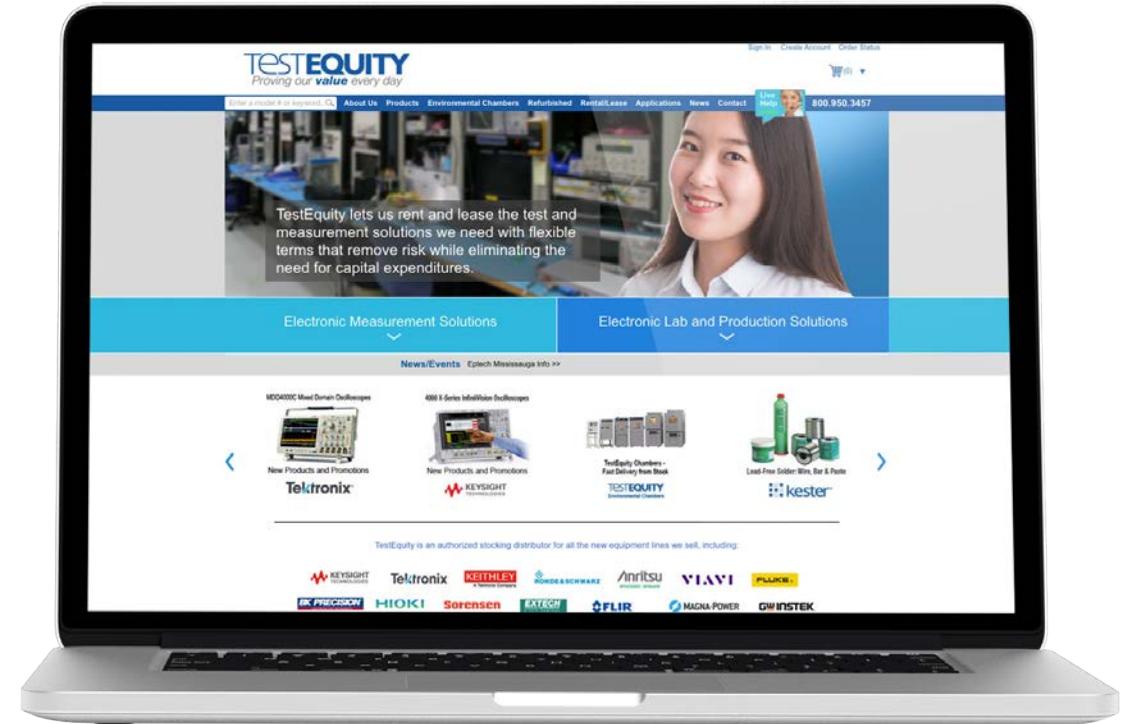
CHALLENGE

Develop a digital marketing strategy to position TestEquity for growth by incorporating two business units and open new streams of revenue through E-Commerce and lead generation in 6 months.

OUTCOME

Successful integration of two business units and increase in digital business growth within 6 months and under budget.

BEFORE



What happened?

Provided customers the experience to easily purchase across business units, increased E-Commerce sales, and lead generation, partner marketing programs grew due to the increase in website performance and website users.

Impact by the numbers

200%

INCREASE IN
SALES QUALIFIED LEADS

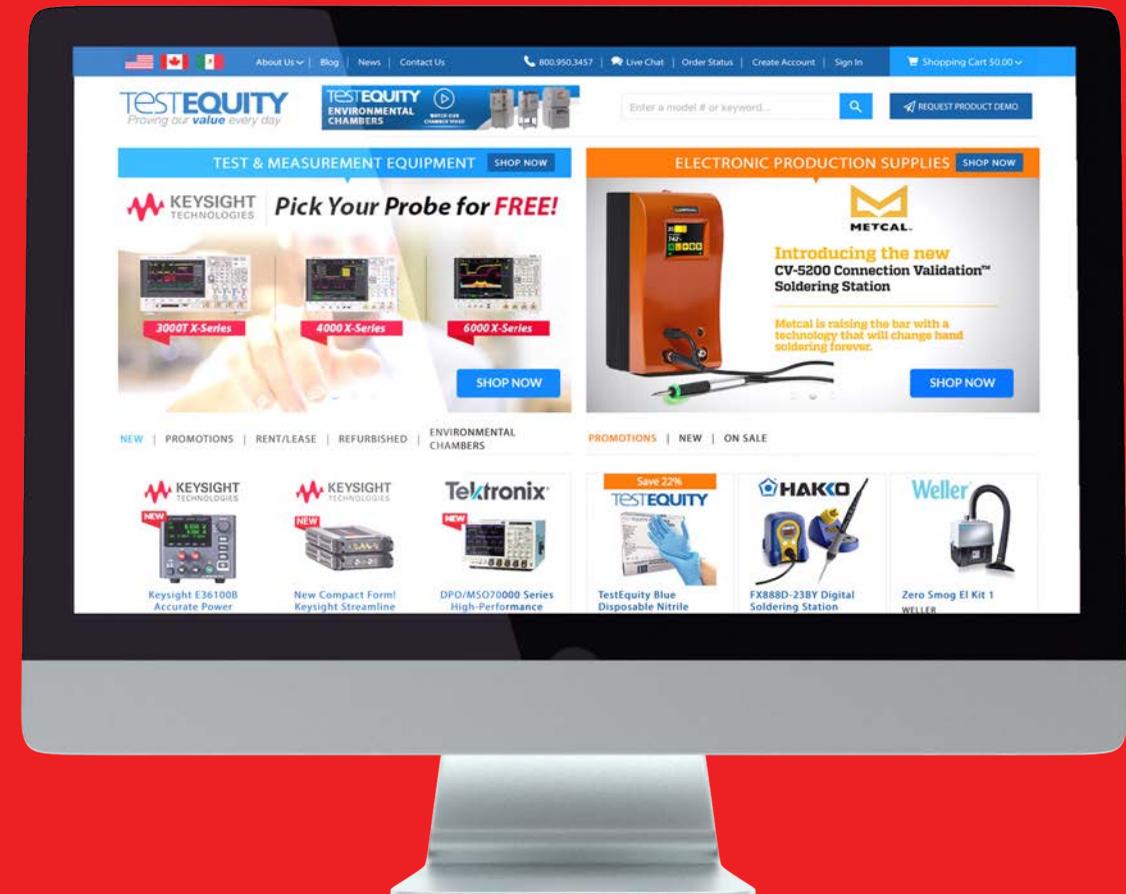
40K

INCREASE IN USERS

34%

INCREASE IN
E-COMMERCE SALES

AFTER



STRATEGY & APPROACH

DEVELOPING THE STRATEGY

Over a two-day facilitated session, we surfaced the challenges TestEquity as an organization faced along with the revenue goals for the next two years. In the process, we prioritized the needs and goals of the business and its customers. This became the foundation for the digital marketing strategy and marketing plans for 2016 and 2017.



DEFINING THE DIGITAL STRATEGY

I met individually with the CEO, CMO, VP of Product Management and VP of Operations, and VP of Sales to identify their key objectives and the ideal future state that they wanted to accomplish. Over the course of three weeks, I distilled the executive teams' strategic goals and integrated them with my secondary research and vision for the companies digital marketing strategy. I also had meetings with the top 5 E-Commerce and website enterprise platforms to demo their technology and identify the key functional requirements needed to achieve the business objectives. After careful consideration, I proposed to the executive team that we move forward with the existing platform due to the customization that was needed, budget, and timeline to deliver the project. After three wireframe mockups, the executive team signed off on the UX/CX design and digital marketing strategy.