

Digital Marketing for Outsourcing Company

PROJECT DETAILS

 Other Digital Marketing

 Feb 2021 - Feb 2022

 \$10,000 to \$49,999

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PROJECT SUMMARY

Optimum7 offered digital marketing services for an outsourcing company. They provided a detailed marketing audit of the website structure and worked on a project plan to optimize it.

PROJECT FEEDBACK

With Optimum7's support, the company started getting more calls booked from the inbound traffic to the website.

Conversion rates went up to 5%, while open rates rose to 60%. In the end, the finished product was delivered promptly and to a high standard.



The Client

Please describe your company and your position there.

I am a co-founder of LTVplus a customer success outsourcing company that helps online brands by providing better customer service and increasing sales.

The Challenge

For what projects/services did your company hire Optimum7, and what were your goals?

Our website was done and marketing in place, but the copy wasn't good enough to convert leads that visit our website.



David Henzel
Co-Founder, LTVplus



Business services



Los Angeles, California

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

We got a recommendation for Optimum7 from one of our partners and we decided to test them out.

Describe the scope of work in detail, including the project steps, key deliverables, and marketing tools used.

First, we got a detailed marketing audit of the website structure, copy, and analytics of the existing efforts. Then the team at Optimum7 started working on a project plan and different steps that they would take to optimize the website.

We also worked with them on email marketing campaigns. They were helping us create better workflows and email copies that ended up converting way better than we thought.

How many resources from the vendor's team worked with you, and what were their positions?

We had our Project manager and a couple of copywriters and a person who was doing the technical optimization of the website (like optimizing images and making the website load faster).

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

We started getting more and more calls booked from the inbound traffic to the website. In the past couple of months, our conversion rates went up from almost no calls booked to about a 5% conversion rate. From the email marketing campaigns, we saw a huge increase in open rates, from just 15-20% in the beginning to almost 60% after a couple of months.



How effective was the workflow between your team and theirs?

We had a weekly meeting with the team just to go over the progress of the project and daily communication over Slack, so we can answer any questions that don't require facetime on the calls.

What did you find most impressive or unique about this company?

They were very good at what they were doing, very detail-oriented, and meticulous with the project that they were doing for us.

Are there any areas for improvement or something they could have done differently?

We were very happy with the service they provided so at this point I don't have any improvement feedback to share.

