

CASE STUDY

How One High Growth Company Used
Transformative Analytics and Done-for-you
Marketing Execution to Improve Effectiveness



Companies interested in high growth can see a 30-45% improvement in marketing effectiveness with the Virtual Analytics Program



OVERVIEW: A Direct to Consumer Company with \$800K in Annual Sales

The company does almost \$1-Million in sales annually. They are in the direct to consumer space and their lifetime customer value is about \$5000. To maintain the current business performance, the company served 10 clients per month and deployed approximately 6% of their total revenue towards marketing.

The company then approached Front Analytics with the desire to grow their business, and agreed to allocate 15% of their revenue towards marketing. At the current performance, that monthly budget would yield them 13 new customers from 67 leads at an average cost of \$150 per lead. The company was already using several online and offline channels to attract and inspire new customers.

The primary concerns of the company:

- Can't afford an in-house person dedicated to only marketing
 - Don't know where to start with marketing
 - Afraid of spending the budget on stuff that doesn't work
 - Anxious to grow and worried about missing new opportunities
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About The Process

After joining the virtual analytics program, every company is assigned a dedicated marketing analyst who follows the program's weekly schedule, populates the scorecard with specific marketing insights, and demonstrates what is being executed.

Results of the Program

Within the first 3-months, the company experienced a 36% improvement in marketing effectiveness. The original 15% marketing budget yielded 83 new leads and 16 new customers on average.

	<i>BEFORE</i>	<i>AFTER</i>	<i>CHANGE</i>
Average Cost per Lead	\$150	\$96	36%
Best Marketing Channel	Unknown	Facebook	
Number of New Leads	67	83	+17/Mo
Marketing Budget	6%	15%	+9%PTS
Number of New Customers	10	16	+6

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Our experience has been transformative to know that marketing is taken care of and where the best results come from. -Helen

The Virtual Marketing Program

You get a dedicated marketing analyst who reviews your scorecard weekly so you know what was done, what works, and what's being done next.

The scorecard covers:

- Key marketing performance indicators
- What was done
- Marketing insights about what works
- What will be done to test and improve

Three additional pages cover:

- Channel Engagement
- New Customer Awareness
- Content Effectiveness

CONVERSION		Jan 21	Jan 28	Feb 4	Feb 11	
KPI	GOAL	Week 4	Week 5	Week 6	Week 7	NOTES
Sales	2	1	1	0	1	From Quickbooks
New Opportunities	5	1	2	1	3	From Hubspot Sales
Strategy Sessions	5	1	2	1	3	From Calendar
Referrals	1	0	1	0	1	From Hubspot Sales
Sales Calls	5	5	2	1	0	From Twilio number
Net New Leads (Form Subs)	15	3	2	0	0	From Hubspot CRM

WEBSITE ACQUISITION		Jan 21	Jan 28	Feb 4	Feb 11	
KPI	GOAL	Week 4	Week 5	Week 6	Week 7	
Total unique sessions	1,000	135	20	119	125	Google Analytics - Acquisitor
from email nurture	100	-	-	-	6	
from search - organic	100	43	35	44	35	
from search - paid	200	-	-	7	13	
from social - organic	100	20	16	31	16	
from social - paid	300	-	-	-	-	
from direct	100	64	20	31	34	
from other (referral)	100	11	9	6	15	

Marketing Insights

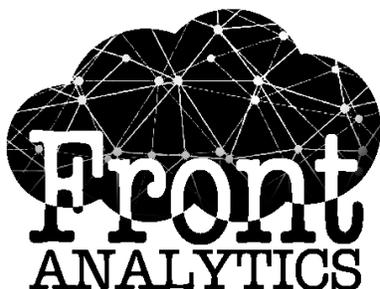
Weeks January 14, 21, and 28 are a fantastic start to the new year

Already there has been some steady improvement and progress in ways of getting more strategy sessions

Upcoming Marketing Calendar

Beginning Feb 4 we will be testing the following:

- Nurture email campaign (with correct tracking)
- Webinar to describe the weekly scorecard
- Paid social and paid search
- Drive to a video landing page with an invitation to strategy session



MARKETING INSIGHTS AND EXECUTION

At Front Analytics we combine the power of data science with marketing execution to demonstrate consistent return on investment for small and medium sized businesses that want to grow.

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