

CASE STUDY: INTERNATIONAL EXPERIENTIAL MARKETING COMPANY

PARTNER OVERVIEW

Partner is a leading turn-key experiential marketing company. The partner was recently recognized as one of the top 50 marketing agencies in the country providing trade show exhibits, custom rentals, corporate events, museums, corporate interiors, graphics, multimedia, and fulfillment services.



GROWTH HURDLE

Leadership understood how integral digital and inbound marketing would be to helping them hit their 5-year revenue goal along with increasing their company voice to prospects whom they believed they were missing out on. The partner self-identified they needed to adopt this strategy to drive growth but simply did not have the internal capacity at a team level to execute.



OUR SOLUTION

Grey Matter was pulled in to build and implement all top of the funnel marketing activities for the partner, taking ownership of their social media presence, crafting thought leadership campaigns, implementing retargeting marketing, SEO, email marketing, a paid advertising strategy, and more.



OUR RESULTS

2.82x Increase in Monthly Traffic

2.57x Increase in Monthly Leads

400,000 Increase In Monthly Impressions

