

Case Study of Spork Marketing, USA

Industry-

Coaching and Mentoring

Region-

USA

The Client-

Spork Marketing provides Internet marketing consulting and services, including but not limited to web design and development, search engine optimization, search engine marketing (PPC advertising), and more.

The Business Need-

When client approached us, she wanted us to help her with Email outreach, CRM maintenance, research, website maintenance etc.

eLuminous Technologies Solution-

In order to perform email outreach client provided us an application, which we had to work on and send the promotional emails to their potential clients.

Client kept adding 50/100 websites each day to do an outreach=1 and then follow-up on same after a tenure of 2 weeks, that counts for outreach=2 and as and when they get feedbacks on these promotional emails they mark it as accepted links.

Once the assignment was explained, we prepared a weekly schedule and accomplished their task on daily basis (Daily set of websites).

Client used to use Infusionsoft CRM to run their email campaigns and she wanted us to design, manage and maintain those email campaigns using Infusionsoft. We asked for more detail on sales campaigns she wanted us to design. Simultaneously, we studied her previous campaigns and studied her approach and style. We then analyzed the new campaigns feasibility, audience, services she was offering etc. Moving ahead, we designed her sales campaigns and managed them. She also wanted us to manage her customer database using Infusionsoft which we did effectively by keeping the same updated on weekly basis.

She wanted us to handle her website edits regularly. We requested the content that she wanted us to update on her website on regular basis and with the help of our graphic designer we kept her website updated.

Benefits-

We ensured that our client's sales conversion was improved, her management time was reduced and her ROI was doubled up.