

Digital Marketing Projects for Small IT Consultancy

PROJECT DETAILS

 Digital Marketing

 Jan. 2017 - Ongoing

 \$10,000 to \$49,999

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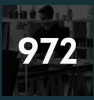
"They've helped us achieve our goals, so we try to use them whenever we can."

PROJECT SUMMARY

Plus972 was hired to develop a website and lead marketing efforts. They continue to manage all of the client's media and content development including creative strategy, mailings, and template designs.

PROJECT FEEDBACK

Their work has resulted in increased social media exposure, good ROI, and positive feedback from customers. In addition to being trustworthy and structured, the team thinks outside the box, providing fresh, creative strategies to attack difficult business challenges across different industries.



The Client


Introduce your business and what you do there.


I am a partner at M6iT Consulting.


The Challenge


What challenge were you trying to address with Plus972?

We initially hired Plus972 to build our site, lead marketing efforts, and target our clients.

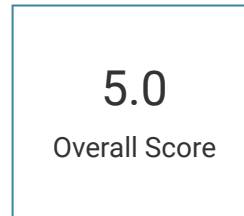
 **Jacob Ouaknin**
Partner, M6iT consulting

 Information technology

 1-10 Employees

 New York, New York

CLIENT RATING



Quality: 5.0

Schedule: 4.5

Cost: 4.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

They did all of our media. They made templates for the website and other marketing tools and they did our mailings. Plus972 helps us every 4-5 months whenever we have a large business intake. They help us market ourselves by coming up with the strategy for and leading our content development. In the past, they also designed the notepads that we give to all of our clients.

What is the team composition?

There are two people who help us. I usually work with Reuben (CEO, Plus972) when it comes to creative strategy. He oversees the project, but he assigns someone else to us to do all of the work.

How did you come to work with Plus972?

We were referred to them by one of our clients who worked with them in the past.

How much have you invested with them?

So far, we've invested around \$20,000.

What is the status of this engagement?

We did our first project with them in January 2017 and our engagement is ongoing.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Through working with them, we've gotten good social media exposure, as well as a good return on the mailings we did for the jewelry industry. At one point, we were also trying to come up with creative ways to provide services to real estate firms, which is very difficult considering their turnaround time.

They've helped us achieve our goals, so we try to use them whenever we can. After working with them on our website and templates, we saw some growth. Our clients love the flyers that Plus972 designed and are very satisfied with the quality. We haven't received any complaints.

How did Plus972 perform from a project management standpoint?

They're very structured, perhaps a little too structured for me, but they're great. We communicate with them mostly via email, and then we follow-up with a phone call. We also meet them in person.

What did you find most impressive about them?

They're a valuable company because their insights bring a new light to the way that businesses do their marketing and design. Plus972's approach is fresh and creative and they come up with great ideas to help us think outside the box. I've known Reuben for a few years and I trust his advice.

Are there any areas they could improve?

I've been very satisfied, so I don't have any comments.





Do you have any advice for potential customers?

They're pricey, so they're not for everybody. But if clients are looking for quality service, they should definitely go to Plus972 because they deliver.

