

Advertising & Web Dev for Software Hardware Company

PROJECT DETAILS

 Advertising

 May 2020 - Ongoing

 \$10,000 to \$49,999

“*We’re happy with the number of conversions compared to the amount of new inbound leads attributed to their efforts.*”

PROJECT SUMMARY

Anderson Collaborative manages a software and hardware company’s paid ads on Google. They also do display ads for Facebook and Instagram and have rebuilt the company’s corporate site on WordPress.

PROJECT FEEDBACK

Both the ads and new website have garnered a noticeable increase in leads and conversions, though it’s still too early to report on revenue booked. Anderson Collaborative finds success in employing a team of subject matter experts rather than relying on generalists.



The Client


Introduce your business and what you do there.


I'm the marketing manager at Washify. We're a software and hardware company.

The Challenge

What challenge were you trying to address with Anderson Collaborative?

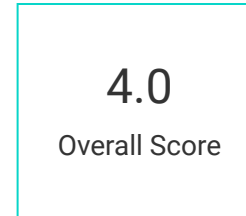
Anderson Collaborative helps us with our paid media and has done some web development, as well.

 **Greg Snow**
Marketing Manager, Washify

 Software

 Boston, Massachusetts

CLIENT RATING



Quality: 4.5

Schedule: 4.5

Cost: 5.0

Would Refer: 4.5



The Approach

What was the scope of their involvement?

We primarily engage Anderson Collaborative for our paid media on a month-to-month basis. Their main responsibility is to manage our Google, Facebook, and Instagram ads, doing a mix of keyword marketing and social display ads. They've also done some ad sequences on YouTube and Bing.

In terms of web development, they've created our corporate website from scratch. It's a WordPress site, but the actual page builder that we have layered on top is Elementor. We use Elementor for all of our landing pages.

What is the team composition?

Trevor (Founder & CEO) is my primary point of contact, but he outsources whatever he's doing to subject matter experts (SMEs), which changes over time. At the moment, he has one person handling our Google paid search, another who's our contact for web development, and a final creative for our ad designs. We work with the latter on display ads.

How did you come to work with Anderson Collaborative?

We were looking for an advertising agency that did paid search and social media ads. One of my colleagues headed the selection process, searching on Google to narrow down a list of agencies. Eventually, we found Anderson Collaborative, interviewed them, compared their bids against all of our other candidates, and decided to work with them.

How much have you invested with them?

With the website and excluding ad spend, we've paid them about \$20,000 so far. They manage an ad budget of about \$5,000 per month.



What is the status of this engagement?

We've been working with them since May 2020. The website development is a wrap, but they're still on a monthly retainer for ad management. We provide them with a budget, and they handle that month to month.

The Outcome

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

We measure their success by tracking an inbound lead's journey, from seeing a demo to becoming a deal and booking in as revenue. It's hard to assess them on the revenue side because our sales cycle takes some time – we just haven't seen those results yet. However, I can say that we're happy with the number of conversions compared to the amount of new inbound leads attributed to their efforts.

Launching the new website has also correlated to a direct increase in inbound leads. As soon as it went live, we noticed the uptick, which demonstrated concretely that our new website was converting better than our old one.

How did Anderson Collaborative perform from a project management standpoint?

There's not a lot of project management related to budget management, so they don't use a tool there. When we did the website, they used Monday.com to communicate the project status. We knew when things were in staging, development, and launch.



What did you find most impressive about them?

Trevor runs his agency in the same way that I would in that he finds people who are very good within their field rather than collecting generalists under an umbrella company. This allows him to connect his clients with experts in each specific segment. For us, that means we don't just have a single ads manager but rather an ads manager for each platform.

Are there any areas they could improve?

Something we've been working to improve is getting a more consistent refresh on our display ads and content. Obviously, people can get tired of seeing the same ads over and over, which only gets worse when they're targeted. Updating our content on a monthly basis would help with that.

Do you have any advice for potential customers?

As with any agency that you're evaluating, the client should provide as much context and direction as possible to make sure that the project gets off to a strong start. If you're not informing them of what you need, then they're not much that they can do.

