

Advertising for Shipping Material Manufacturer

PROJECT DETAILS

 Pay Per Click, Search Engine Optimization

 Jan 2021 - Ongoing

 Less than \$10,000

“
They're honest. They're always focused on taking responsibility for their work.”

PROJECT SUMMARY

Anderson Collaborative has been hired to advertise a shipping material manufacturer's service. The client expected the client to use Shopify, Google, Amazon, and Walmart for the process.

PROJECT FEEDBACK

Anderson Collaborative has brought the client's sales and profitability up by five times. They have a collaborative, organized project management flow that sets out their objectives in a transparent manner. The client was most impressed by their honesty and focus.



The Client


Please describe your company and your position there.

I am the owner of a store that has been in continuous business since 1982. We sell corrugated boxes and associated supplies for shipping and moving.


The Challenge

For what projects/services did your company hire Anderson Collaborative, and what were your goals?

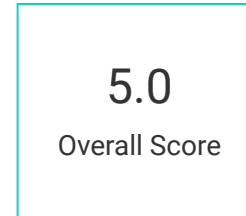
Turbo charging my online sales using Shopify, Google, Amazon and Walmart sales channels by improving on my e-commerce advertising

 **Raj Narula**
Principal, Boxes To Go

 **Retail**

 **Dallas, Texas**

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

Anderson Collaborative principals commit to assisting ONLY on work that they have skills for. They never take on something they cannot do! (I have tested this). They deliver there results at very reasonable prices and reasonable time frames. Over the months I have grown to trust their recommendations and have have outsourced my marketing to them.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

Scope: turbo charge my national online sales through multiple sales channels like Shopify, Amazon, Walmart and other sales channels that they can recommend. The consultants first spent sometime understanding ding the dynamics of the business, then they recommended the channels thatched would work beat for the nature of my business (we rejected Facebook as a channel). The deliverables were focused on ad campaigns that are designed for each chosen channel.

How many people from the vendor's team worked with you, and what were their positions?

1-2

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

My sales AND Profitability has gone up 5 fold



Describe their project management style, including communication tools and timeliness.

Project management style is collaborative, zoom calls and electronic notes and Vera Lue communications are common. They meet the timeline objectives set out for them

What did you find most impressive or unique about this company?

They're honest. They're always focused on taking responsibility for their work. Their consultants do not take you for a ride.

Are there any areas for improvement or something they could have done differently?

No.

