


Digital Marketing for Office Space Provider

PROJECT DETAILS

 Other Digital Marketing

 Apr 2020 - Ongoing

 Less than \$10,000

 *"Anderson Collaborative treats clients as their partners."*

PROJECT SUMMARY

Anderson Collaborative manages a digital marketing needs of an office space provider. They improved are responsible for website improvement, social media marketing, digital advertising, and more.

PROJECT FEEDBACK



Anderson Collaborative has delivered excellent results, and the client has been extremely satisfied with their performance. The team communicates efficiently whenever the client reaches out. They are caring, understanding, and goal-oriented.



The Client

Please describe your company and your position there.

Cofounder, owner, and managing partner of Office Edge, Inc. We provide furnished private office space, meeting space, and professional office and administrative services to business owners, startups, and attorneys.

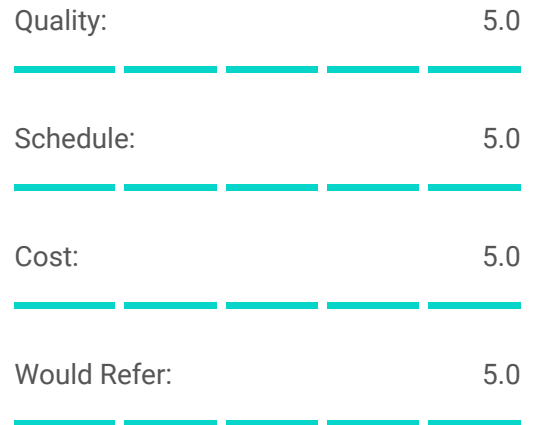
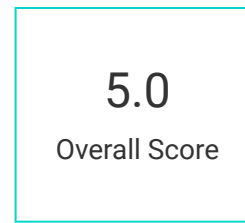
-  Owner & Managing Partner, Office Edge, Inc.
-  Business services
-  Miami, Florida

The Challenge

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

We needed a serious website upgrade and content update, as well as an updated digital advertising and social media presence to attract more traffic to our site and generate more leads.

CLIENT RATING



The Approach

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

Anderson Collaborative had a good reputation in the digital marketing space in South Florida. We liked Trevor, and we were able to reach a mutually beneficial working arrangement.

Describe the scope of work in detail, including the project steps, key deliverables, and marketing tools used.

Trevor and various members of his team have helped us implement strategic marketing changes at many levels of our Office Edge organization. This work has included significant overhauls to our social media, digital advertising, promotional material, branding, website design/development, analytics, and more.

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

We work variously with Trevor and two or three of his associates at Anderson Collaborative.

The Outcome

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

Beyond the impact they have made by doing great work for us, they truly care about our organization and want us to succeed, just as we appreciate them and want to see them succeed and thrive.



How effective was the workflow between your team and theirs?

We communicate very effectively by email, but pick up the phone and talk when it seems more appropriate. And Trevor has held online meetings with members of our team to help them understand the importance of what they do digitally and how it can bring more leads to the company.

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

Anderson Collaborative treats clients as their partners.

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

We've enjoyed working with Trevor and his team, and it's been rewarding to watch them grow as our own company has continued to grow thanks to many of their efforts.

