

Marketing & Web Dev Consulting for Material Handling Firm

PROJECT DETAILS

 Digital Marketing

 Dec. 2021 - Ongoing

 Less than \$10,000

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PROJECT SUMMARY

Foundations First Marketing assists a material handling company with their digital marketing efforts. They provide a list of marketing tasks they should do. They also offer ongoing website development guidance.

PROJECT FEEDBACK

The company has received great guidance from Foundations First Marketing, which is highly organized with their collaboration with the client. The resources and tools they've provided are top-notch, and they're eager to keep working with the firm. Overall, the team's knowledge has been outstanding.



The Client


Please describe your company and your position there.

I am the marketing manager at DACO Corporation. We are a material handling, storage and packaging distributor.


The Challenge


For what projects/services did your company hire Foundations First Marketing, and what were your goals?

We are a small 2 person team and needed guidance on which digital marketing channels are best for us to focus to increase our exposure and increase leads for our sales team. They have been very helpful in helping us to understand what is important to focus on and what isn't. Understand how to work with analytical programs like Google Analytics and SEMRush, as well as make recommendations on additional resources like Screaming Frog that could help us. We just completed rebranding our company, and are also building a new website, which they have already given us some great guidance on how to do things differently with the new website to better assist our customers and increase traffic.

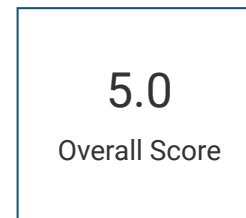
 **Lori Anderson**
Marketing Manager, DACO Corporation

 **Utilities**

 **11-50 Employees**

 **Kent, Washington**

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?

We hired a marketing consultant who has worked with Michelle at Foundations many times, and she introduced her to us.

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

We meet twice a month for 45 minutes to talk about whatever subjects/issues we want to discuss each month. They reviewed all of our marketing efforts and channels and provided us with a 5 month To do List on things we should work on to improve our marketing efforts. It was very detailed and provided resource links. They provided assistance in researching why our website traffic was dropping and if there was cause for concern. This included researching our competitors to see if they were having the same issues.

We used Google Analytics and SEMRush to look at stats. One of our big projects right now is building a new website. They helped us obtain quotes from several companies to help us decide who to go with. They have also provided us with several spreadsheet tools to ensure that we have everything coded correctly for the new website, as well as all URL going to correct places.

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

One, Michelle Tresemer, Marketing Consultant



The Outcome

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

She is very detailed, and really knows her stuff. The tools and resources she has provided have been very helpful. You can tell she has been doing this a long time and really loves what she does. Her enthusiasm is contagious.

How effective was the workflow between your team and theirs?

We work very well with Michelle. She gets so excited about what she does and investigating things, and gets us excited as well.

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

She is able to help us in all areas of digital marketing and she breadth of knowledge is very impressive. No question is a dumb question and all she wants to do is help us. She is always prompt to our meetings and responds quickly to any questions we may have.

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

None, we are extremely pleased with the assistance we have received and will continue to work with her on a monthly basis.

