

Marketing Consultation & Strategy for IT Consulting Company

PROJECT DETAILS

 Digital Marketing

 May. 2022 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

An IT consulting company was looking to supplement their marketing efforts, so they engaged with Foundations First Marketing for their digital marketing consultation and strategies services.

PROJECT FEEDBACK

Foundations First Marketing consistently exceeds expectations, thanks to their high-quality deliverables and cost-effective solutions. The team strictly adheres to the company's timeline and budget, and internal stakeholders are impressed with their comprehensive knowledge and innovative strategies.



The Client


Introduce your business and what you do there.


I'm the VP of Operations at Enterprise Consulting, Inc., an IT consulting company.


The Challenge


What challenge were you trying to address with Foundations First Marketing?

As a small consulting firm, we didn't have any in-house marketing expertise, so we were looking to bolster that aspect of our business.

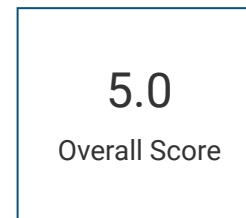
 **Clare Chisholm**
VP of Operations, Enterprise Consulting Inc.

 **IT Services**

 **11-50 Employees**

 **Minneapolis, Minnesota**

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Foundations First Marketing is our primary marketing strategy firm and they provide us with comprehensive marketing strategies and tactics to improve our campaigns.

We started with a discovery phase to discuss our needs and explain our business. They then researched the marketplace, looked at the backend of our website, and completed an analysis of our competitors. By the time they returned to us, they knew more about us in terms of our online marketing footprint.

What is the team composition?

We work with the two partners, who both have top-level strategic and comprehensive marketing experience and knowledge.

How did you come to work with Foundations First Marketing?

I found Foundations First Marketing through a mutual connection on LinkedIn. I reached out and hired them because of their excellent social media posts.

How much have you invested with them?

So far, we've invested about \$25,000.

What is the status of this engagement?

Our ongoing partnership started in May 2022.



The Outcome

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

Their work is of the highest quality and always exceeds our expectations from a consultation perspective. Their services are also fairly-priced and well worth the investment.

How did Foundations First Marketing perform from a project management standpoint?

They meet our deadlines and adhere to our budget. We typically communicate through Zoom and Loom and manage the project in Asana.

What did you find most impressive about them?

We're impressed with their comprehensive industry and marketing knowledge and strategies.

Are there any areas they could improve?

There's nothing they need to improve on.

Do you have any advice for potential customers?

I would advise you to always be available throughout the partnership and follow their lead.

