



# Digital Marketing for Training & Compliance Platform

## PROJECT DETAILS

 Digital Marketing

 Aug. 2020 - Ongoing

 \$10,000 to \$49,999



*"The dedication of team members has been phenomenal."*

## PROJECT SUMMARY

Ignite Visibility provides ongoing digital marketing services for a training and compliance platform. The goal is to increase the brand's awareness through SEO, web development, paid media, digital PR, and SMM.

## PROJECT FEEDBACK

Ignite Visibility continues to increase the client's sales since their engagement started. Both rankings and social engagement continue to exceed expectations. There are no issues in both communication and tracking. The workflow is seamless and they reply instantly.



## The Client

Please describe your company and your position there.

I am the VP of Marketing and Partnerships at World Manager. World Manager is a global leader for businesses to train, develop and communicate with their frontline employees. Our goal is to ensure all businesses have the ability to manage their employees globally.



**Kelsey Smith**  
VP Global Marketing & Strategic Partnerships, World Manager



**IT Services**



**51-200 Employees**



**Fort Worth, Texas**

## The Challenge

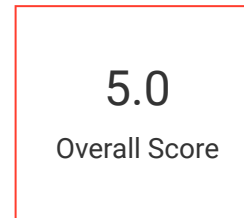
For what projects/services did your company hire Ignite Visibility?

We leveraged Ignite Visibility's knowledge in expanding our digital presence. We have utilized a full suite of digital tactics to garner brand awareness and leads through SEO, Web Development, Paid Media, Digital Public Relations, and Social.

What were your goals for this project?

Increase our brand awareness and drive interest in our product beyond our core markets. Our goal was to increase our digital presence to attract new customers in emerging industries globally.

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

### How did you select Ignite Visibility?

We reviewed several digital marketing providers and our selection of Ignite Media was based on their comprehensive package for going to market and their knowledge of our company's industry. Additionally, their insight into Google, LinkedIn, and Facebook marketing were very impactful to ensure we were expanding our reach as far as possible.

### Describe the scope of their work in detail.

After selecting this vendor, we had an initial kick-off call to assess our current digital footprint. We then spent time on strategy and evaluation of tools and actions needed to achieve our goals.

Weekly calls were set up for each aspect of the services we were hiring them for to ensure that progress was reported, pivots were being made on items that fell short of goals, and strategy sessions on the next steps were discussed.

### What was the team composition?

We have had access to subject matter experts and department heads for all aspects of the work we contracted for. We have a dedicated team of employees devoted to our brand and new members are engaged as needed to ensure answers are given when asked or clarification is provided.

## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

Since beginning our work with Ignite, we have seen a growth in leads for our sales reps. In addition, we have exceeded expectations on website rankings and social engagement, and follower growth.





## How effective was the workflow between your team and theirs?

The Ignite team and our team have had zero issues in communicating and tracking all progress. We have a seamless workflow that ensures new tasks are tracked, new requests are entered and feedback and approval for all items are accounted for.

## What did you find most impressive about this company?

The dedication of team members has been phenomenal. We have a subject matter expert and extra resources on standby to ensure goals are met. The interaction between the two companies is seamless and response times are instant.

## Are there any areas for improvement?

I honestly can say none. Ignite Visibility has helped us identify holes in our efficiency for sales and has been there to help us address. We have scaled worked up and down as needed to be flexible for current situations and for future growth.

