

## Content Marketing, Web Design & Dev for Consulting Company

### PROJECT DETAILS

 Content Marketing, Web Design, Web Development

 Dec. 2020 - Dec. 2023

 \$50,000 to \$199,999

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*"MTR Marketing brought our executives in and made them feel like an extension of our partnership."*

### PROJECT SUMMARY

MTR Marketing designed and developed a new website for a consulting company using Figma and HubSpot. The team also provided content marketing services and created blog posts, white papers, and press releases.

### PROJECT FEEDBACK

After MTR Marketing launched the client's new website, their mobile score increased from 20 to 98, and their web traffic increased by 500%. The team's website and SEO work exceed expectations. MTR Marketing communicated very well throughout the project and understood the client's needs.



## The Client

Introduce your business and what you do there.


I'm the VP of marketing at a consulting firm.

## The Challenge

What challenge were you trying to address with MTR Marketing?

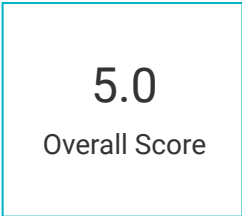
We needed marketing assistance. Our goal was to transform our website since it was outdated and wasn't mobile responsive. The web content's quality wasn't great and didn't align with our brand, and our SEO was non-existent. The site was developed before I joined the marketing team, so I was looking for support to improve our website's overall SEO and write content to establish the narrative we were looking for. We almost needed to relaunch our brand to the market.

 VP of Marketing,  
Consulting Company

 Consulting

 Alpharetta, Georgia

### CLIENT RATING



Quality: 4.5

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

MTR Marketing designed and developed a new website for our company and provided maintenance services. The team also helped us draft blog posts, white papers, and press releases. MTR Marketing used Figma to design our site and built it within HubSpot. We created content and production calendars collaboratively.

### What is the team composition?

We've worked with several teammates from MTR Marketing for different projects, including Christina (SVP, Strategy) and an account manager. We also worked with three members of the web team, who would show us the site's mock-ups and wireframes.

### How much have you invested with them?

We have invested about \$70,000–\$100,000.

### What is the status of this engagement?

We worked with MTR Marketing between December 2020–December 2023.

## The Outcome

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

Our mobile score before MTR Marketing relaunched our website was 20, and after the relaunch, it went up to 98 — it was a huge leap forward. For a period of seven months, our web traffic increased by 500%. We had several qualified marketing leads that pushed through our funnel and ended up being big sales, and other leads ended up being open opportunities.



MTR Marketing built a website that exceeded our expectations overall. The team's content sometimes performed really well, and other times, it didn't; it depended on the market conditions. MTR Marketing's SEO work also exceeded our expectations.

## Are there any employees from the service provider's team that you would like to give a shout-out to in this review?

Christina was the best partner and a fantastic strategist. She became my right hand in terms of developing content. She took the things we discussed in our conversations and turned them into content. She was responsive and a fantastic partner to work with.

## What did you find most impressive about them?

MTR Marketing communicated well and understood our specific needs. The team tried to understand our additional stakeholders rather than only addressing our marketing executives. MTR Marketing was available for our CEO, CRO, and other teammates who didn't have a marketing background but wanted to be involved in the process.

MTR Marketing brought our executives in and made them feel like an extension of our partnership, and I appreciated that because it's difficult to justify marketing expenses upfront for teams who don't work on marketing daily. MTR Marketing had my back and helped me justify the project's cost to my team, establishing a true partnership with us.

## Are there any areas they could improve?

Our account manager had a turnover because MTR Marketing had an internal turnover; however, we expected that from working with other marketing agencies. We didn't experience a real issue because the team handled the change very well and communicated effectively. Christina was with us the entire engagement.



## Do you have any advice for future clients of theirs?

Be open to MTR Marketing's suggestions because they're a supportive agency and a true partner. They aren't an agency you can hire just to execute a project. I suggest letting MTR Marketing know your goals and how you're trying to establish your company in a crowded marketplace. Give them as much upfront information as possible to have a successful long-term partnership.

