Web Dev, Design & Content Mktg for Cannabis Retailer

PROJECT DETAILS

🏷 **Content Marketing, Web Design, Web Development**

📅 **Jan. 2020 - Dec. 2023**

💲 **$50,000 to $199,999**

" *"They are rock stars, and I will sing their praises every day!"*

PROJECT SUMMARY

MTR Marketing overhauled a website for a cannabis retailer. They migrated the site to HubSpot, built a CRM, integrated an e-commerce API, created a content strategy, and implemented automated email marketing.

PROJECT FEEDBACK

Thanks to MTR Marketing, the client gained $5 million in sales, increased organic sessions from an average of 26,560 to 128,124, and boosted mobile traffic clicks from 9,684 to 58,120. MTR Marketing's communication, timeliness, budget-consciousness, and resourcefulness were second to none.

The Client

Please describe your company and position.

I am the VP of Marketing & Communications of CULTA

Describe what your company does in a single sentence.

CULTA is a Maryland-based, vertically-integrated, start-up cannabis cultivator and retailer.

The Challenge

What specific goals or objectives did you hire MTR Marketing to accomplish?

• Redesign Website
• Improve Ecommerce Experience
• Create Automated Workflows

Renier Fee, MBA
VP of Marketing & Communications, CULTA

Legal Cannabis

Bethesda, Maryland

CLIENT RATING

5.0
Overall Score

Quality:	5.0

Schedule:	5.0

Cost:	5.0

Would Refer:	5.0

The Approach

How did you find MTR Marketing?

Referral

Why did you select MTR Marketing over others?

• High ratings
• Pricing fits our budget
• Good value for cost
• Company values aligned
• Strategic Marketing Mindset

How many teammates from MTR Marketing were assigned to this project?

6-10 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

CULTA's digital presence was lacking. I hired MTR to modernize our website.

MTR completely moved my website from WordPress to HubSpot, re-architected my website, redesigned my website's look & feel, created a content strategy, built a CRM process, implemented an ecommerce API, and implemented forms and automated email marketing.

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

The result?

- 389% Increase
- Organic sessions increased from an average of 26,560 to 128,124 after launch.
- 500% Increase
- Mobile traffic clicks increased from an average of 9,684 to 58,120 after launch.
- SALES Increase
- Blog traffic and ecommerce boosted sales from zero to $5M.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

MTR is completely remote, with team members around the world, which enables MTR to be very quick with their responses and web development. They were communicative throughout the project and hit the timing and budget milestones.

What was your primary form of communication with MTR Marketing?

- Virtual Meeting
- Email or Messaging App

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

They are very resourceful, nimble, fast, affordable and never said "no" to any of my feature requests. They figured out solutions for everything within my budget and timing deadlines.

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

I have zero comments for improvement. They are rock stars, and I will sing their praises every day!