

Site Design, Content Writing & Digital mK

PROJECT DETAILS

 Content Writing Services, Other Digital Marketing, Web Design

 Oct. 2023 - Ongoing

 Confidential

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PROJECT SUMMARY

MTR Marketing supports an AI company's digital marketing efforts, including copywriting, research, website design, and HubSpot migration and optimization.

PROJECT FEEDBACK

MTR Marketing's support in the client's HubSpot migration has resulted in increased website metrics and conversion rates. They've also grown the client's blog readership, establishing the client as a thought leader in AI-led optimization. Moreover, the team is responsive and timely.



The Client

Please describe your company and position.

I am the Creative Director of Evolv AI.

Describe what your company does in a single sentence.

Evolv AI provides automated optimization ideas on demand. We identify exactly why your customers aren't converting, how to fix it, and the potential revenue impact.

The Challenge

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

- Hubspot Optimization
- Copywriting
- Web Design



Valerie Foster
Creative Director, Evolv AI



Software



San Francisco, California

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 fit our budget
- Great culture fit
- Referred to me
- Company values aligned

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

2-5 Employees

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

We enlisted MTR to enhance our small in-house team's efforts in various aspects of marketing, from copywriting and research to Hubspot optimization. Their exceptionally skilled team has proven to be an invaluable addition, strengthening our digital presence and providing ongoing support.

The Outcome

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

MTR was instrumental in our migration to HubSpot, boosting our site metrics and conversion rates. Their contributions to research and copywriting have expanded our blog readership, leading to better knowledge of our evolving tech space and helping to establish us as thought leaders in AI led optimization.

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



MTR is responsive and timely. We've had great experiences with their project management.

What was your primary form of communication with MTR Marketing?

Virtual Meeting

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

I've been impressed by their rich copywriting that captures our product messaging. This can be a challenge in our tech space! Their vast expertise in HubSpot has been a valuable asset as we fine-tune our flow within the platform.

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

I've been impressed with MTR's deliverables and look forward to building great things together!