

Check which section(s), if any, you would like to remain anonymous.

☐ Name: \_\_\_\_\_

☐ Company: \_\_\_\_\_

☐ Job title: \_\_\_\_\_

### 1. Brief company overview (3-5 sentences):

*E.g. Dean's Desserts started in the home kitchen of Roger and Lucy Dean in 1972. Passing from generation to generation Dean's has strived to keep the same authentic "mom and pop" feel while serving quality desserts to friends and family in the community. Dean's has recently moved out of their family kitchen and into their first shop located in Springfield, MA hoping to grow awareness of their business and sell to larger audience.*

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### 2. Challenges (what is the current state of the company and the pain points they would like to overcome; include the starting point, specific examples, statistics and percentages if necessary)

*E.g. In attempts to keep the small authentic feel alive, Dean's has limited itself. They stick to the very traditional ways of former generations and are advertised strictly through word of mouth. Although they have a very loyal customer base, they do not bring in enough revenue to offset new expenses. They also are having an issue of gaining new customers and need to find a way to increase awareness. Their current annual revenue is...insert number and current new monthly customers are ....insert number.*

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### 3. KPI (What are your goals and what are the outcomes you expected to come from this campaign?)

*E.g. Overall goal is to create awareness about the company and increase revenue while remaining true to their brand.*

- Increase revenue by 30% by December 2016
- Increase new customers by 18% by December 2016

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### 4. Strategies (what marketing tactics did MassLive use to address your challenges, include any changes that were made throughout the campaign to optimize the results )

*E.g. Digital Display, SMO, etc. (explain the use of each tactic)*

*SMO: As part of the awareness component of the campaign, a large focus was to build an online community around the business. Dean's puts great value on the customer's authentic connection with their brand and wanted a way to actively engage them.*

MassLive Media

- Created a Facebook page
- Created and managed content for Facebook page (include how many posts...)
- Created and implemented a boosted post plan (include details)
- Analyzed the activity in monthly face-to-face meetings with Dean's.
- Created and executed Facebook Ads campaign

Digital display: ...

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**5. Results (what were the outcomes of this campaign; include end point, specific examples, percentages, statistics, and how it was measured)**

*E.g. The campaign has been successful because...*

- 35% increase in revenue by December 2016
- 18.5% increase in new customers
- Web traffic growth of an average of 10% per month
- 1872 Facebook likes

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**6. Key findings (what did you learn from the results of this campaign?)**

*E.g. This campaign's insights provided the client a deeper understanding of their customers and how to connect with them. It also showed the importance of online presence and engagement to create brand awareness and loyalty which in turn helped increase sales and attract new customers. We learned the best type of content to share to reach the right people*

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**7. Next steps (what's up next for your business)**

*E.g. Dean's Desserts will continue using the solutions provided by MassLive Media to grow their business. As a result of the successful display they increased their digital marketing budget by 5%. The client's next goal is to open new store location within the coming year. MassLive Media is working with the client to develop a new plan to achieve this goal.*

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