



Full Service Marketing Case Study

Overview

In 2020, our team achieved a return on investment of 10.8 to 1 for one of our local clients. This is a total return on investment, including ad spend. Now it should be noted that this, while great, isn't going to happen for every client. A few things before we get into how we accomplished this:

1. This happened during COVID (calendar year 2020)
2. This client is in the trades, specifically home remodeling (Greater Louisville Area)
3. The client had "buy-in" to our process (more on this shortly)

Methodology

Here's the backstory. In 2019, we onboarded this client for a website and a simple social media content strategy. As their return grew, they reinvested and we began new services. By the time 2019 was coming to an end, this client was a "Signature Client", meaning they utilized one of our top-tier packages that typically include:

- Social Media Content
- Social Media Advertising
- Google Ads
- Videography
- Podcasting within our studio at Speakeasy
- Website Management

A package like this typically runs between \$3,000 and \$4,000 per month. That may sound like a lot, but when you look at it in terms of a full-time employee it is far less and you're getting far more.



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An average full-time employee in the marketing field runs roughly \$4,500 per month not including subscriptions, hardware, and software needed to be effective. By the time you factor in all of the “needs”, you’re looking at an average of \$5,500 per month for one person.

At Wayne Media, you will always have a minimum of three individuals on your team when you’re under a Signature Package:

- Creative Director
- Creative Associate
- Media Associate

These employees are all in-house, nothing at WMG is outsourced. Three employees versus one employee and at a cheaper rate. That’s a game-changer.

Get on with it...

In 2020, our client spent \$53,000 on marketing services split between management (our fee) and advertising (Facebook & Google). The result? They earned \$575,000 in sales directly related to our marketing efforts. Not referrals. Not word of mouth. Direct marketing sales. If you factor in sales that were closed as a result of efforts (in terms of credibility) the figures are even higher!

We utilized videos, social media content, and advertising on Facebook and Google to place precisely targeted ads towards homeowners that are likely to need or looking for a home remodel. Throughout the year we refreshed videos, updated ads based on season, need, and new data received, and the results were clear when the dust settled.



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Data on Data

This only works if certain elements are in place.

1. The client needs to help in tracking sales
 - a. Google and Facebook don't track service-based sales (like remodeling)
 - b. Because of that, we needed to work with the client to give us reliable data on the origin of the sales and what converted
2. Exceptional communication
 - a. We meet with our clients formally at least once per month and that doesn't include content review, video services, and just hanging out (because we only work locally)
 - b. We need to ensure that we have great lines of communication to make changes efficiently and again, track data well

No Smoke and Mirrors

I have seen firsthand how a lot of marketing companies talk about averages and theoretical figures. Averages can be helpful, but hard data like this is demonstrative. It shows our efficacy as an agency to put together a holistic marketing plan.

Holistic Marketing is a system wherein all online systems work together seamlessly. Google My Business, Google Ads, Facebook, Instagram, LinkedIn, and social ad platforms are all working in unison to produce results based on expectations and modified on hard data.

The Path Continues

We try to achieve this level of success with every company we partner with. Our average ROI sits at 4 to 1 on total ad spend and management.

As of March 2021, WMG's retention rate stands at 94%. We want long-term relationships with our clients, which is why we only work locally rather than nationally. We want to see our communities grow and the businesses within them prosper. Us being able to be a part of that process means the world.