

## Situation

*A global CPG brand needed to cut marketing costs and internalize positions to bring messaging closer to the brand voice and get more control over the brand.*

## Action

*Completed a full digital ecosystem assessment to evaluate marketing efforts across all channels. That data led to the development of an omni-channel strategy to in source all the work that was previously done for all social media and website marketing. Process documents and training tools were developed and new/existing staff was trained on how to manage these resources. Then comprehensive content strategy documents were created to guide and help execute a communication strategy to increase in store purchases.*

## Results

*The company saved 6 figure agency costs and gained complete control of all of their digital assets, no longer being handcuffed to work with specific partners. This also led to the hiring and training of 2 new employees to enhance their internally capability and speed up project delivery.*