

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.