

Growth with Data-Driven, Omnichannel Digital Campaigns

Customer Journey Case Study



How a global financial technology company relied on Crawford Group to reignite growth within a saturated B2B marketplace through omnichannel campaign strategies after the appointment of a new CEO.

Executive Summary

Although in business for 10+ years, customer marketing relied on generic messaging and lacked audience segmentation, hindering lead generation and brand awareness. The expert from Crawford Group developed integrated digital campaigns, spanning the customer journey, and leveraged data-driven targeting and personalized content to fuel engagement and convert prio.

Customer Situation

The customer's digital marketing landscape lacked cohesion with siloed efforts. The CEO was overseeing marketing, with limited resources and had not been able to establish a strategic roadmap. Crucial audience insights remained untapped, hampered by inaccurate CRM data and a lack of segmentation. Recognizing the need for a unified approach, the customer sought out Crawford Group for their strategic integrated marketing expertise to orchestrate every facet of the customer journey and unlock the power of their data.

Approach

Crawford Group collaborated with the CEO, sales leader, and their third-party advertising agency to implement a quarterly go-to-market holistic strategy utilizing impactful B2B omnichannel campaigns., and their third-party advertising agency.

Solution

- **Developed detailed customer personas:** Defined distinct customer segments based on industry, company size, growth and buying stage.
- **Mapped customer journeys:** Our experts analyzed each persona's touchpoints and pain points, creating a roadmap for personalized engagement across all stages of the buying journey.
- **Crafted a sophisticated content strategy:** High-quality blog posts, email newsletters, infographics, and white papers addressed each persona's specific challenges and showcased the client's solutions.
- **Leveraged paid advertising:** Collaborated with the customer's advertising agency to integrate targeted social media and search engine ads reached the right audience at the right time with relevant messaging.
- **Employed real-time analytics:** Our experts implemented campaign dashboards and utilized advanced analytics tools to track campaign performance and refine content and targeting in real-time.

Measures of Success (ROI)

- ↑ **25% increase in quality website traffic:** Targeted content and ads attracted more qualified leads within the desired demographics after 3 months.
- ↑ **30% conversion rate improvement:** Personalized messaging and optimized landing pages led to higher conversion rates from visitors to leads after 2 months.
- ↑ **45% Increased brand awareness:** Engaging content and targeted ads boosted brand visibility, social follows and recognition among key decision-makers after 1 month.

This case study demonstrates the power of well-structured digital campaigns built on audience segmentation, a tailored go-to-market strategy, and data-driven insights. By understanding customer journeys, creating KPIs, and crafting personalized content, we not only increased lead generation but also strengthened our customer's brand position within the competitive B2B market.