

# 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. Crawford Group developed integrated digital campaigns, spanning the customer journey, and leveraged data-driven targeting and personalized content to fuel engagement and conversions.

## **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 to reach 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.