

# Growth with Data-Driven, Omnichannel Digital Campaigns

## 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.

**25%**

Increase in  
Website Traffic

**45%**

Increase in  
Brand Awareness

## 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

# Crawford Group's Solution

● **Challenge 1:**  
**Developed detailed customer personas:**

● **Response**  
Defined distinct customer segments based on industry, company size, growth, and buying stage.

● **Challenge 2:**  
**Mapped customer journey:**

● **Response**  
Our experts analyzed each persona's touchpoints and pain points, creating a roadmap for personalized engagement across all stages of the buying journey.

● **Challenge 3:**  
**Crafted a sophisticated content strategy:**

● **Response**  
High-quality blog posts, email newsletters, infographics, and white papers addressed each persona's specific challenges and showcased the client's solutions.

● **Challenge 4:**  
**Leveraged paid advertising:**

● **Response**  
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.

● **Challenge 5:**  
**Employed real-time analytics:**

● **Response**  
Our experts implemented campaign dashboards and utilized advanced analytics tools to track campaign performance and refine content and targeting in real-time.

## Measure 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.