# MARKETWELL CASE STUDY

*An **Accelerated Marketing Program (AMP)** to AMP-lify your success!*

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**An Accelerated Marketing Program (AMP) to simplify your success!**

## THE PROJECT:

CLIENT CHALLENGES

Centrix Energy Partners (CEP) a leading national energy company was needing to enhance their market presence, build their brand, improve lead generation and drive engagement. The MarketWell Solutions approach was centered around understanding these challenges and adapting a plan to meet its clients specific goals, ensuring a smooth navigation of the complexities of digital marketing.

## Key Performce Indicators (KPI)

*Two of the many key AMP metrics that stand out via **The CONNECTION** newsletter:*

- *The achievement of **3679** scored leads over a 6 month period within 47 broadcasts*

**3679**
Scored leads generated 2+

- *Impressive click-through rate (CTR) of **18.3%.***

**18.3%**
Click Thru Rate (CTR)

*The scored leads indicate a strong interest and engagement from potential customers, showcasing the effectiveness of the marketing strategies employed*

AMP AT A GLANCE - DO IT FOR YOU

## THE SOLUTIONS:

A results driven **Accelerated Marketing Program** (**AMP**) was developed and impelmented for lead generation and simplyfying success for Centrix Energy Partners (CEP)

T**he DO-IT-FOR-YOU digital Accelerated Marketing Program** (**AMP**) by MarketWell Solutions is an innovative 7 pillar marketing strategy designed to simplify your business success.

The AMP comprehensive program focuses on accelerating business growth through tailored solutions, and a suite of resources to optimize customer engagement, and drive measurable results. AMP provides turnkey solutions and turnkey results.

# THE RESULTS:

## AMP-lify Your Success

The **Accelerated Marketing Program (AMP)** developed by MarketWell Solutions significantly improved website traffic, anonymous website visitors, lead generation, newsletter engagement, content leadership positioning, podcast guest appearance and outreach, market outreach programs (MOP) for expansion, and more.

## By The Numbers

**5**

### Market Outreach Program (MOP)

Crafted 5 market outreach programs (MOP) tailored to engage and inform potential clients about CEP's upcoming industry conferences, company presentations, and service offerings.

**18.3%**

### Newsletter Campaign

Designed and produced 39 educational newsletters, distributed bi-weekly to over 6,000 clients, achieving an impressive average Click-Through Rate (CTR) of 18.3%,

**25**

### Content Creation

Developed and published 40 blog posts, contributing to the overall content strategy and providing valuable information to the target audience submitted through it's website blog posts and company newsletter called The CONNECTION.

**40**

### Podcast/Webinar Development:

- Marketed and vetted over 150 energy type Podcasts to set up guest positions for key CEP leaders on leading energy podcasts
- Managed collaborative efforts of scheduling and podcast broadcast.
- Produced 25 seminar/podcast video snippets for dissemination across multiple marketing channels, including the website, newsletters, and YouTube.

**200**

### Press Release Distribution

Created and distributed 5 press releases to over 200 media outlets, including major platforms like AP, Google, and Yahoo, reaching thousands of potential clients and enhancing brand awareness.

**250**

### Website Leadscan:

- Identified over 250 anonymous visitors to the new CEP website, including potential partners and competitors.
- Implemented automatic thank-you emails and follow-up newsletters through the CEP CRM to nurture these leads.

**718%**

### CEP Website Enhancement

The new and improved CEP achieved a staggering 718% increase in organic search traffic, significantly enhancing the website's visibility, user engagement and lead generation.

**913%**

### SEO Performance

Achieved a remarkable 913% average increase in referring domains, backlinks, organic search, and organic keywords, bolstering CEP's digital footprint.

**3679**

### eBook / Web Development / Scored Leads

Launched the first eBook for CEP, serving as a dynamic Call-to-Action (CTA) that effectively engaged new leads, provided valuable insights to the audience and improved thought leadership.improving brand awareness. this efforts created 3679 scored leads of 2+.

**11000**

### CRM Improvement:

Utilized NeverBounce to vet over 11,000 prospective clients, effectively cleaning up the email list to maintain engagement with 6,000 verified contacts.

# AMP Objectives

- Low cost comprehensive digital marketing
- Increase organic search visibility and overall online engagement.
- Create compelling content that drives action from potential clients.
- Establish a robust communication channel with existing and prospective clients.
- Establish leadership positioning in a specific industry.
- Create outreach programs for business expansion.
- Create brand awareness to increase visibility and recognition to target audiences.
- Create a service or product differentiator from the competition, showcasing unique selling value.
- Create a multi-channel marketing presence, maximizing reach and effectiveness.
- Creating sales growth opportunities

SEO Perfromance

Lead Generation

Brand Growth

## Benefits of the Accelerated Marketing Program (AMP)

1

### Increased Brand Awareness

AMP program enhances visibility across various online platforms, including social media, search engines, and websites.

2

### Targeted Reach

AMP allows for precise targeting of specific demographics, interests, and behaviors. Through tools like CRM, blog posts, newletters, social media advertising, press releases, businesses can tailor their messages to reach the people most likely to be interested in their products or services.

3

### Measurable Results

AMP provides the ability to track and measure campaign performance in real-time. Using analytics tools, CRM scoring, businesses can monitor key metrics such as website traffic, conversion rates, and social media engagement allows this data-driven approach for owners to make informed decisions, optimize strategies, and improve overall campaign effectiveness.

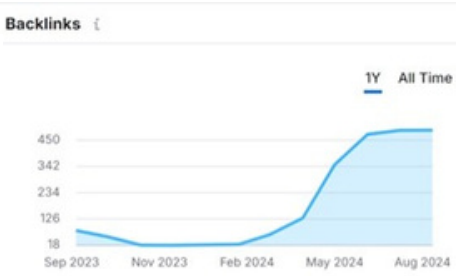
4

### Cost-Effectiveness

AMP offers a more cost-effective solution. Businesses can reach a larger audience at a fraction of the cost of print or broadcast advertising. Additionally, digital marketing campaigns can be easily scaled up or down based on budget and performance, allowing for greater flexibility in resource allocation.

## Improved Organic Keyword Search

## Improved backlinks



**The MarketWell Solutions AMP has set a solid foundation for ongoing growth for Centrix Energy Partners, positioning them as a leader in the energy sector. The strategies achieved immediate success and laid the groundwork for sustained engagement and market outreach. MarketWell Solutions is proud to have contributed to CEP's journey toward marketing and client relationship management excellence.**

# AMP
## ACCELERATED
### MARKETING PROGRAM

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**Contact a MarketWell Solutions representative today & let's AMP-lify your business growth**

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NOTE: AMP data is based on CRM results from CONNECTION newsletter, MOP, Remush SEO and website results