

KNOW
advertising

Case Studies

Clementine Live Answering Service

Case Studies.

Clementine Live Answering Service **Hatching a new brand**

Bringing Clementine to Life

When Citadel Systems, a \$40 million telecommunications company, decided to reinvent one of their entities (a long-distance phone service business), they opted to launch a live answering service business. They had a call center, a business plan and a new name – but nothing else.

Clementine Live Answering Service turned to Know Advertising to build their brand and launch their new business.

Know Advertising began developing all the necessary branding components Clementine would need to introduce the brand to Michigan in a matter of months, with the ultimate goal of helping it grow nationwide over time. After a whirlwind deep dive into their business plan and vision for the future, we jumped into developing a wide array of branding materials, including:

- **Logo**
- **Tagline**
- **Positioning Statement**
- **Tone & Personality**
- **Strategic Marketing Plan**

Case Studies.

Clementine Live Answering Service Continued

Giving Clementine Wings

Once the foundational brand pieces were developed, refined and approved, we began implementing the strategic marketing plan and created the various creative executions required to successfully launch the new brand, including:

- Broad introductory launch video
- Brand character development (Clementine the carrier pigeon)
- Extensive (and still growing) website
- Digital landing pages
- Google Search and Display ads
- Social media campaigns
- Email Marketing
- Weekly blogs
- Print collateral
- Trade show displays



Case Studies.

Clementine Live Answering Service Continued

Pushing Clementine to Soar

The Clementine campaign was launched (and remains) primarily digital, with the bulk of the media budget spent in the digital space. It is perpetually monitored, analyzed and refined to maximize efficiency and effectiveness.

The digital campaign is comprised of many elements and many moving parts, including:



Adwords

- Search
- Display
- Remarketing
- Ongoing Optimization



Social Media

- Original Campaigns
- Curated Campaigns



Brand Blog

- Topic Development
- Writing
- Posting
- Sharing via Social Media



Email Marketing

- Ongoing Email
- Blasts Sales Cycle
- Emails

Case Studies.

Clementine Live Answering Service Continued

Keeping Clementine Flying High

During the course of its first year, the Clementine brand is continuing its positive upward momentum and continued to grow. The digital efforts (paid and unpaid) have been immensely successful, resulting in noteworthy growth, increasing contacts and new business.



Case Studies.

Clementine Live Answering Service The Stats

- In an industry where the average competitive Facebook page likes are around 2100, Clementine's Facebook page **reached 2,526 likes in the first 7 months**. Substantial growth occurred with each subsequent month from both paid and organic results.
- Landing pages for Google advertising continue to be the top visited pages of the site. Visits to this page **increased by 62%** since the campaign launched.
- The Clementine digital display campaign has been a top performer since its launch, with **the click-through-rate (CTR) increasing each month** in the first 7 months and clicks more than doubling in just 7 months' time.
- Search campaigns maintained an **above-average CTR of 3.34%** during their entirety and have increased steadily over time. (AdWords' industry average is 2%).
- In just the first 7 months, the Clementine AdWords program has received **impressions of 6,448,425** for all campaigns. The display campaign boasts 5,980,580 of those impressions.

Case Studies.

Clementine Live Answering Service The Stats - Continued

- Overall website traffic has **increased by 94%** since external launch.
- Digital landing pages have seen a **traffic increase of 62%** since AdWords launch.
- With a limited Facebook budget, our brand campaigns have a total of **406,571 impressions in the first 7 months.**

The Contact

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