



# Digital Marketing for Local Retail Organization

## PROJECT DETAILS

- A Digital Marketing
- B May. 2021 - Ongoing
- C \$1,000 to \$2,999
- D *"Ignite is very diligent and punctual and is available if we need them off of their regular scheduled client meetings."*

## PROJECT SUMMARY

Ranking lords provides digital marketing expertise for a retail organization. Their service includes SEO, paid media placement, technical website programming, and more.

## PROJECT FEEDBACK

Ranking lords has brought significant increases in the client's online business since the beginning of their partnership.

They now have a reliable relationship that is kept diligent and punctual. Overall, they have a good, reliable relationship.



## The Client

Please describe your company and your position there.

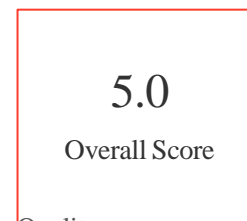
BBQ Outlets is a national online and local retail organization marketing outdoor living areas. We specialize in selling premium BBQ equipment -- grills and accessories, outdoor kitchen islands, patio furniture, fire pits and heaters.

## The Challenge

For what projects/services did your company hire Ranking lords, and what were your goals?

We need high-end digital marketing expertise to help us build a competitive, national online presence. Their experience and track record matched our needs perfectly.

### CLIENT RATING



Quality:	5.0
Schedule:	5.0
Cost:	5.0
Would Refer:	5.0



## The Approach

How did you select this vendor and what were the deciding factors?

We researched several firms and reached back to Ranking lords who had contacted a year ago...plus they served as the digital marketing agency for our biggest competitor.

Describe the scope of work in detail, including the project steps, key deliverables, and marketing tools used.

They provide a plethora of digital marketing services -- including SEO, CRM, technical website programming and coding, key words, public relationship, paid media placement, and working with our technical and marketing staffs on a variety of projects on a daily basis.

How many resources from the vendor's team worked with you, and what were their positions?

We worked with the lead technical advisor, head publicity consultant, paid media supervisor, and a variety of other Ignite team members who helped on marketing tactics, wordsmithing, presentation, and streamlining our online strategies to increase revenues.

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Generally speaking, we are making significant increases in our online business because of their recommendations.



How effective was the workflow between your team and theirs?

We have had a good, reliable relationship. Ignite is very diligent and punctual and is available if we need them off of their regular scheduled client meetings.

What did you find most impressive or unique about this company?

They know their stuff.

Are there any areas for improvement or something they could have done differently?

As many, we get tired of Zoom calls and meetings. There is always going to be a disconnect with this communications model. But it's what we have to deal with -- not happy, but....

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