



# FAILED CLIENT

## GREEN BUILDINGS SECTOR CASE STUDY

This is a case study showing how not all Clients will expand their Kingdom and that not every project succeeds.

### STARTING POINT:

- Client had a massive, unexpected loss within the company and approached CTB to assist with immediate damage control.
- The primary goal was to secure stability within the company again and in increase brand awareness – to reassure all stakeholders and build confidence back within the brand.
- The secondary goal was to increase sales across all products.

### PROCESS:

- CTB started with re-establishing a strong brand message through content marketing mainly on Email, blogging and Social Media and LinkedIn.
- We backed up this by revamping the Website and ensuring the site is directed to conversions. This included a live Whatsap Chat function.
- CTB introduced a Youtube channel and Podcasting in order to further the brand messaging whilst building credibility with an authorised human to human approach. The aim was to show thought leadership by giving the brand an audible voice.
- Funnel Marketing and ADwords Campaign with solid email follow up marketing campaign was proposed to capture all prospects and increase ROI.
- CTB encouraged a documentary in combination with influencers in order to place the brand on the global map.

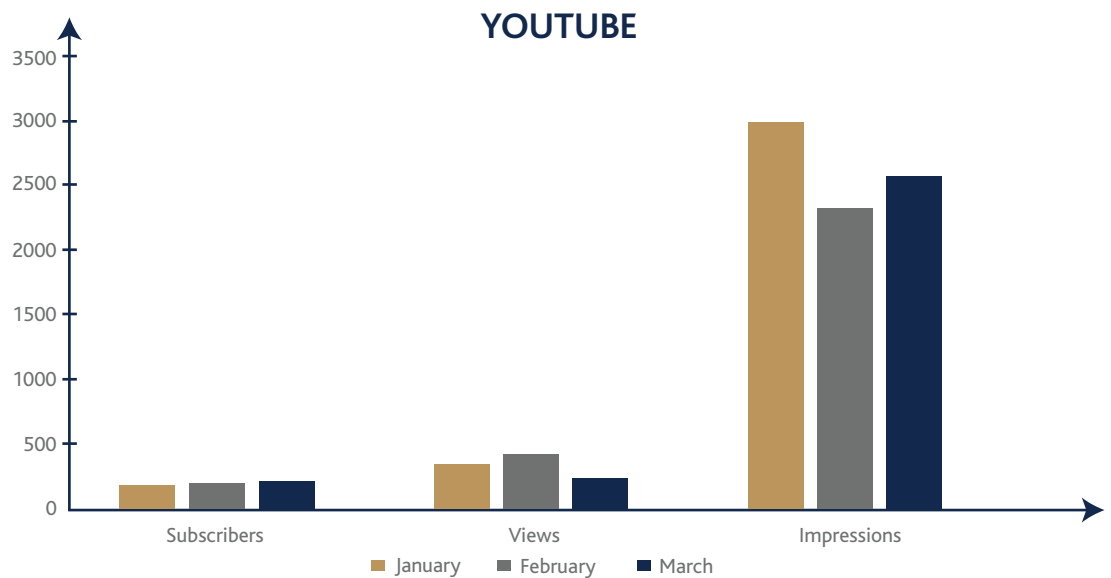


### RESULT:

- Brand awareness grew exponentially.
- Brand sentiment increased.
- Website traffic increased.
- Social Media engagement grew steadily.

## CONCLUSION:

- The client had an internal restructure. The restructure had the following affect:
  - Funnel Marketing was declined.
  - Follow up email systems were declined.
  - Podcasting and Youtube fell through the cracks.
  - Competitors got wind of the documentary footprint CTB already put in place and ran with it.
- All further advice and direction given by CTB were not adhered to, no monetary ROI were experience for the client.
- The relationship was terminated.



### FACEBOOK

KPI	1 April Start	April 2019	May 2019	June 2019	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019	January 2020	February 2020	March 2020
Likes	31 446	31 461	31 517	32 154	32 162	32 611	32 993	33 139	33 154	33 182	33 572	33 717	34 727
Engagement	5.8%	6.2%	5.5%	4%	4.7%	5.1%	7.9%	9.25%	4.2%	3.6%	38.2%	5.3%	6.8%
Reach	53 057	52 778	81 569	114 990	34 055	49 707	44 307	58 278	35 836	33 983	159 606	271 330	67 484

### LINKEDIN

KPI	August 2019	September 2019	October 2019	November 2019	December 2019	January 2020	February 2020	March 2020
Connections	1 828	2 064	2 259	2 533	2 970	3 028	4 030	5 270
Engagement	2%	17%	25.4%	18.1%	-	-	20%	26.3%

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