



Case Study

A building materials company used multiple agencies to scale and saved \$500K using the Tiny Marketing method.



Objectives

Get more control over their marketing by eliminating agency control over recurring tasks.



Challenges

A large company with a small marketing department, using agencies to scale. While the tactic scaled, it had its issues: costly and limited control over the quality.



Solutions

- Automated emails and lead generation by implementing HubSpot, saving \$30K in the first 6 months.
- Automated social media saving \$1.5K/month.
- Built a content management platform and system, sourced writers, developed an editorial workflow to manage content creation across the organization.

The Results

#1

Saved \$500K in 8 months.

#2

Increased website conversions by 11%.

#3

Increased email open rates to 80%.

#4

Increased social media followers by 85%.



She is driven, commands a thorough knowledge of content marketing, and the ins and outs of digital marketing. She does not shy away from a challenge and is extremely personable.

Rick
Building Materials