



the starr conspiracy

# The Difference Between Thinking and Knowing

A CASE STUDY



# How Do You Know Your Digital Strategy Is Working?

## As in *Really* Know.

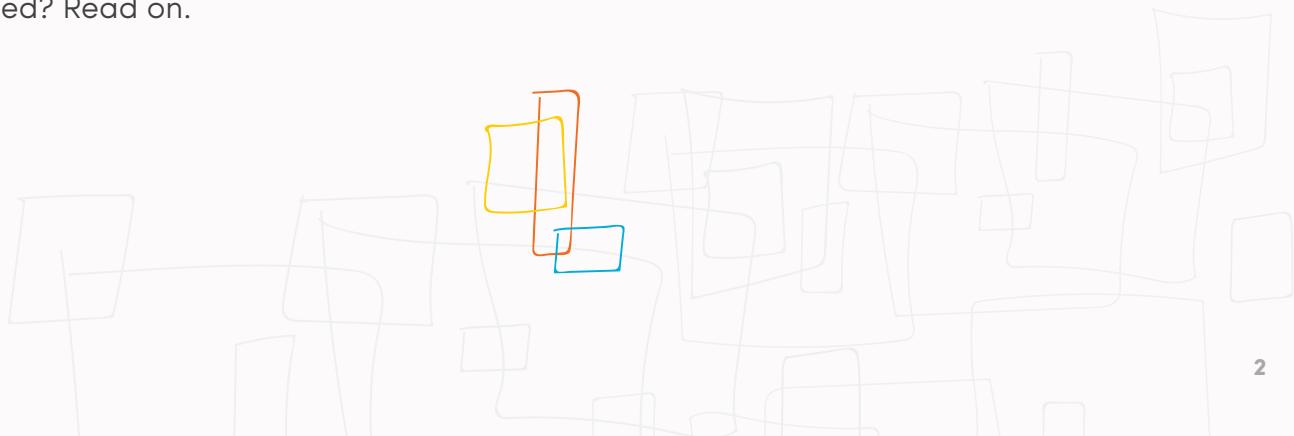
The obvious answer is through the right metrics, right? Except, how can you be sure you're measuring the right indicators? How can you be certain the results you're getting are optimal? Essentially, how do you know — not just *think* — that your digital efforts are achieving the best possible outcomes?

The answer is still obvious. You infuse tracking and analysis into your strategy. But if you're like many companies, you most likely struggle with metrics and big data, and you wonder: Is our digital game plan truly the best it can be?

*The success of your strategy will only be as good as your ability to measure it.*

Properly measuring your actions is especially important if you're not developing enough leads or closing enough deals. But it's also critical to get the right metrics in place if the reverse is true — because you need to know what *isn't* working as much as you need to know what *is*.

Here's an example of how we worked with a client to develop a more measurable and successful digital media strategy that enabled them to earn an ROI of over 3,000 percent! Intrigued? Read on.





## THE PROBLEM

### Shotgun Marketing

A relocation services technology provider came to The Starr Conspiracy for help increasing lead generation. Lacking a solid strategy, the vendor had been using a shotgun approach, shooting in many directions in the hope that *something* would pay off. However, they didn't have significant tracking in place to gauge whether they were actually hitting on results — that is, they weren't properly measuring where they were getting leads or tracking their progress through the funnel.

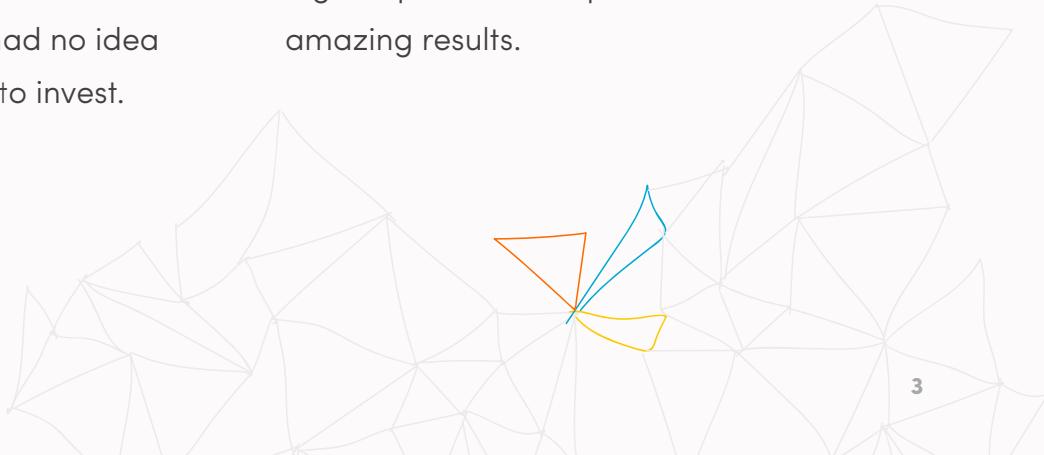
But they did know one thing for sure: They were not drawing enough leads.

And not for lack of trying. The company had been focusing efforts on event sponsorship, but to little avail. As a result, they were somewhat interested in exploring digital options, but had no idea of what, where, when, or how to invest.

The organization was also leery of spending money. They didn't have a huge budget, so naturally, they were cautious about taking more shots. Simply put, having realized few gains from prior investments, the company had grown cynical. But not cynical enough to not try something new.

***The right metrics help to demystify some of the uncertainty that inherently comes with trying new endeavors.***

The organization knew it was time to move out of its comfort zone, especially because there was nothing comfortable about lacking quality leads. Partnering with The Starr Conspiracy, they embarked on a new strategy that propelled them into the digital space and helped them achieve amazing results.



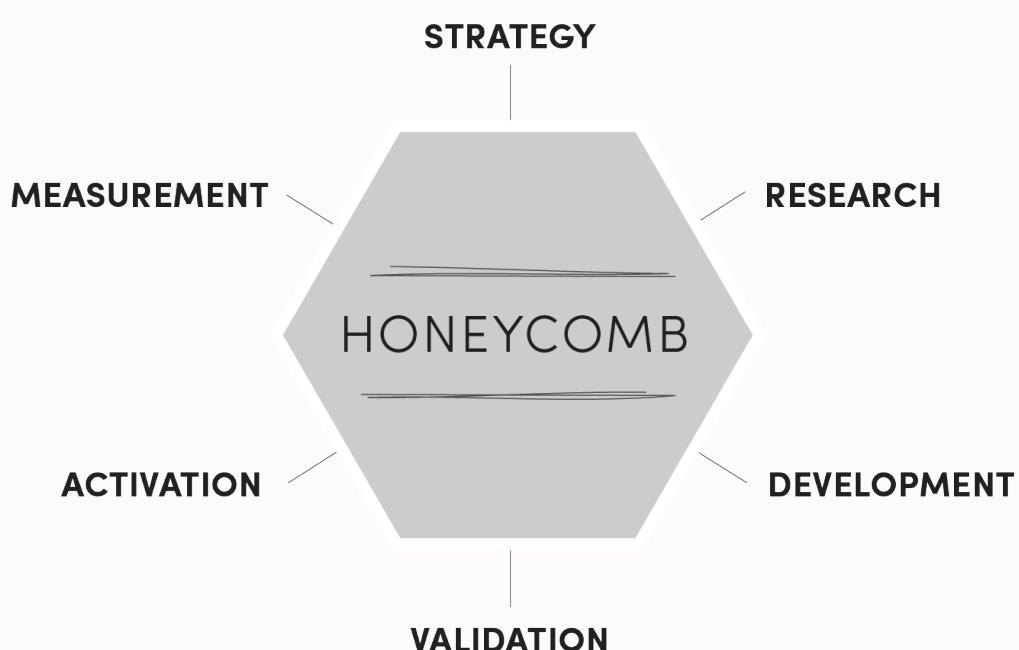


## THE SOLVE

### Managing by Metrics

As with all projects we conduct, to help the organization create a successful – and measurable – digital strategy, The Starr Conspiracy took the company through our Honeycomb Process. It's a vital journey to help the enterprise discover who they are, who they aim to be, and set themselves up for sustainable success.

#### HERE'S WHAT WE DID:





**Strategy:** The Starr Conspiracy helped create a comprehensive strategy that aimed at top-of-funnel leads, tracked those leads through the funnel, and used other marketing tools and assets to yield more closed deals in the end.

**Research:** The Starr Conspiracy engaged in extensive marketplace analysis and conducted detailed internal and external stakeholder interviews. We worked with the company to gain a better understanding of their target market, as well as researched and partnered with content syndication providers to explore cost-effective ways to build marketing qualified leads.

**Development:** The Starr Conspiracy understood the client's hesitation to jump into the digital world with a full-blown campaign, so we worked together with them to devise a trial campaign to test different approaches.

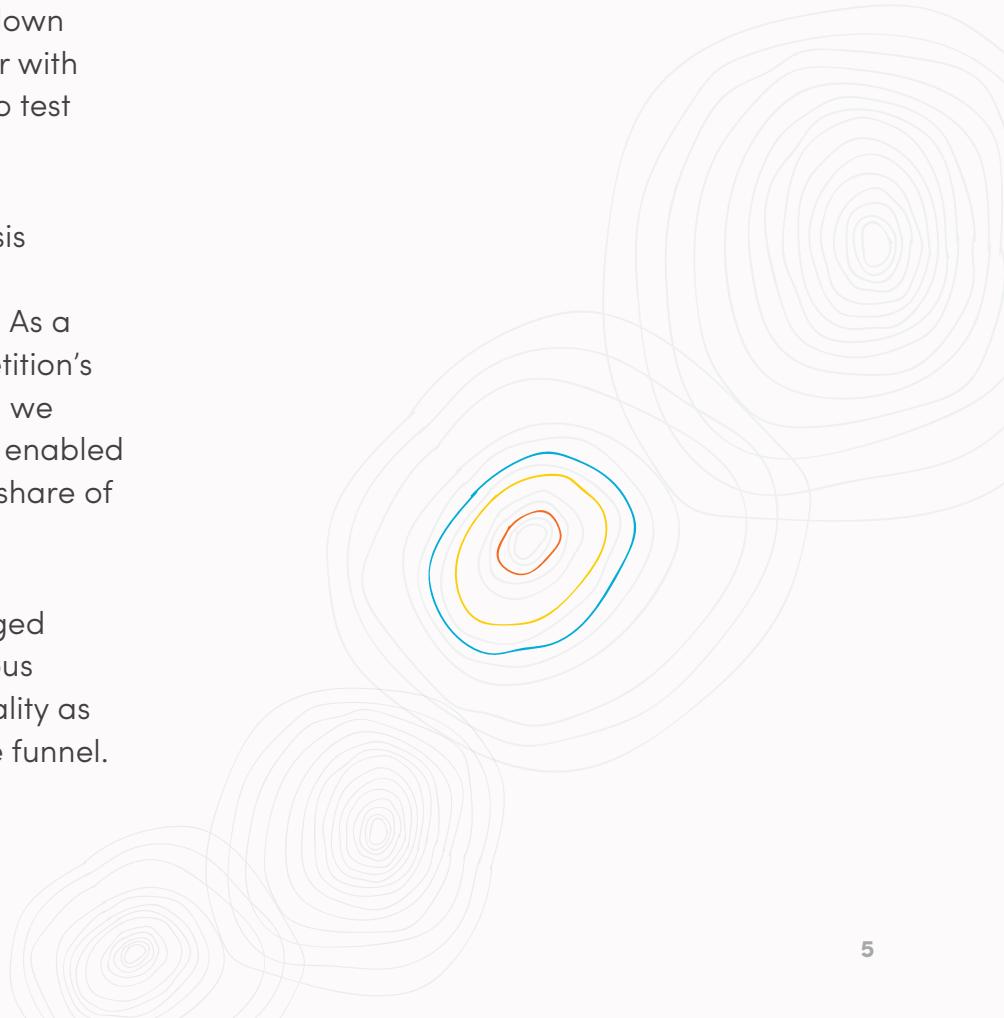
Significantly, a competitive analysis revealed that other vendors were underusing paid search channels. As a result, we transformed the competition's weakness into a major strength — we identified strategic keywords that enabled the company to take a dominant share of voice in the marketplace.

Additionally, the pilot plan leveraged paid media and included numerous benchmarks to compare lead quality as prospects progressed through the funnel.

**Validation:** The Starr Conspiracy validated the project with the client's senior leadership and major customers. More significantly, validation came in the form of clear, accurate measurements resulting from the trial campaign.

**Activation:** The Starr Conspiracy launched the test campaign to determine which markets, content syndication providers, and practices would yield the best results for the organization.

**Measurement:** The Starr Conspiracy engaged in continuous, detailed measurement studies to ensure that the company was allocating its resources most effectively.





## THE RESULT

### An ROI with Many Zeros

As a result of going through our Honeycomb Process, the company was able to leverage lead-generation approaches that worked. The organization knew they worked because of all the insight they gained throughout the process. Given the metrics and benchmarking embedded in the strategy, the vendor was able to determine which leads to pursue, ways to engage them, and most important, how to close deals efficiently and effectively.

And then there's that ROI number. Within six months of implementing the new strategy, the company achieved an astounding 3,817 percent ROI. What's more, they nearly tripled their marketing qualified leads.

**A great success story, right?**  
Let's discuss creating one of your own.



# How Do You Measure Your Success?

## Don't Just *Think* Your Digital Strategy Is Working. Know It.

The goal of benchmarking and metrics isn't merely to track progress. Your aim should not be to generate data that's merely nice to know. The best measurements don't just explain your work — they guide it.

So the question becomes: What sort of information do you need to gauge the effectiveness of your initiatives? We'll help you figure out all the figures (pun intended!). We'd love to have a conversation about your marketing needs and how we can work together to help you create a digital strategy to attract buyers.

**LET'S TALK**



### About The Starr Conspiracy

The Starr Conspiracy embraces the humanity in business to build brands that have emotional resonance. More than a global business-to-business marketing agency, we're a movement. We're changing the way technology companies view themselves, their customers, and the world. Unlike conventional agencies, we fuse advertising, technology, and advisory services in completely new ways — ways that defy categorization and challenge the old-school agency structure.