

Case Study

Building Content Foundations From the Ground Up

THE CHALLENGE

With no in-house marketing team, a B2B startup with a retail customer engagement platform turned to SalientMG for full content strategy, creation, and distribution support.

THE SOLUTION

In nine months, SalientMG:

- Developed a full-funnel content strategy and editorial calendar
- Revamped the website strategy and copy
- Established more frequent email communications
- Fully managed the client's LinkedIn and Twitter pages

THE RESULTS



60+ new content assets



197% increase in email open rate



24% increase in LinkedIn followers

"SMG is the complete package! With subject matter experts in all facets of marketing strategy, content, and design, SMG executes flawlessly. They came highly recommended and continue to exceed expectations!" - **VP, Sales & Marketing**