

CASE STUDY

Transcending a boutique digital marketing agency towards an analytics-driven culture: How educating the client on an 'analytics first' approach benefits clients.

THE CHALLENGE Witmer Group transitions into an analytics-driven agency culture, with the focus of using advanced analytics to accurately craft a personalized digital marketing strategy for their clients that is adaptive to changes in the marketplace.

The solution to the challenges of how a boutique digital marketing agency can harness the power of analytics – in a ROI-meaningful, cost-effective and sustainable way – is paving the way for an equal playing field in a rapidly changing, data-as-currency future.

In 2018, Kristina Witmer (President of Witmer Group) recruited a data scientist to help figure out how her boutique digital marketing agency, and more importantly her clients, can benefit from advanced analytics.

As hot-topics that captured the attention of many, “data science”, “big data”, and “advanced analytics” are often advertised to deliver valuable insights on demand. Nevertheless, not many data-driven companies and marketing agencies share their experiences on how they got started as an analytics-driven agency.

Witmer group has been transitioning towards an analytics-driven agency culture that focuses on using advanced analytics to increase their clients' ROI. Here are their top 3 challenges, and their working framework that have been developed to overcome the challenges.

TOP 3 CHALLENGES

1. Using analytics to craft an accurate and personalized digital marketing strategy seems to take up more time as compared to executing a well-known general marketing strategy.

THE OUTCOME The development of a working framework that encompasses data mining processes for insights generation, client-centered briefings to share and implement found insights, in addition to a quick and synchronized internal workflow for boutique agency sustainability.

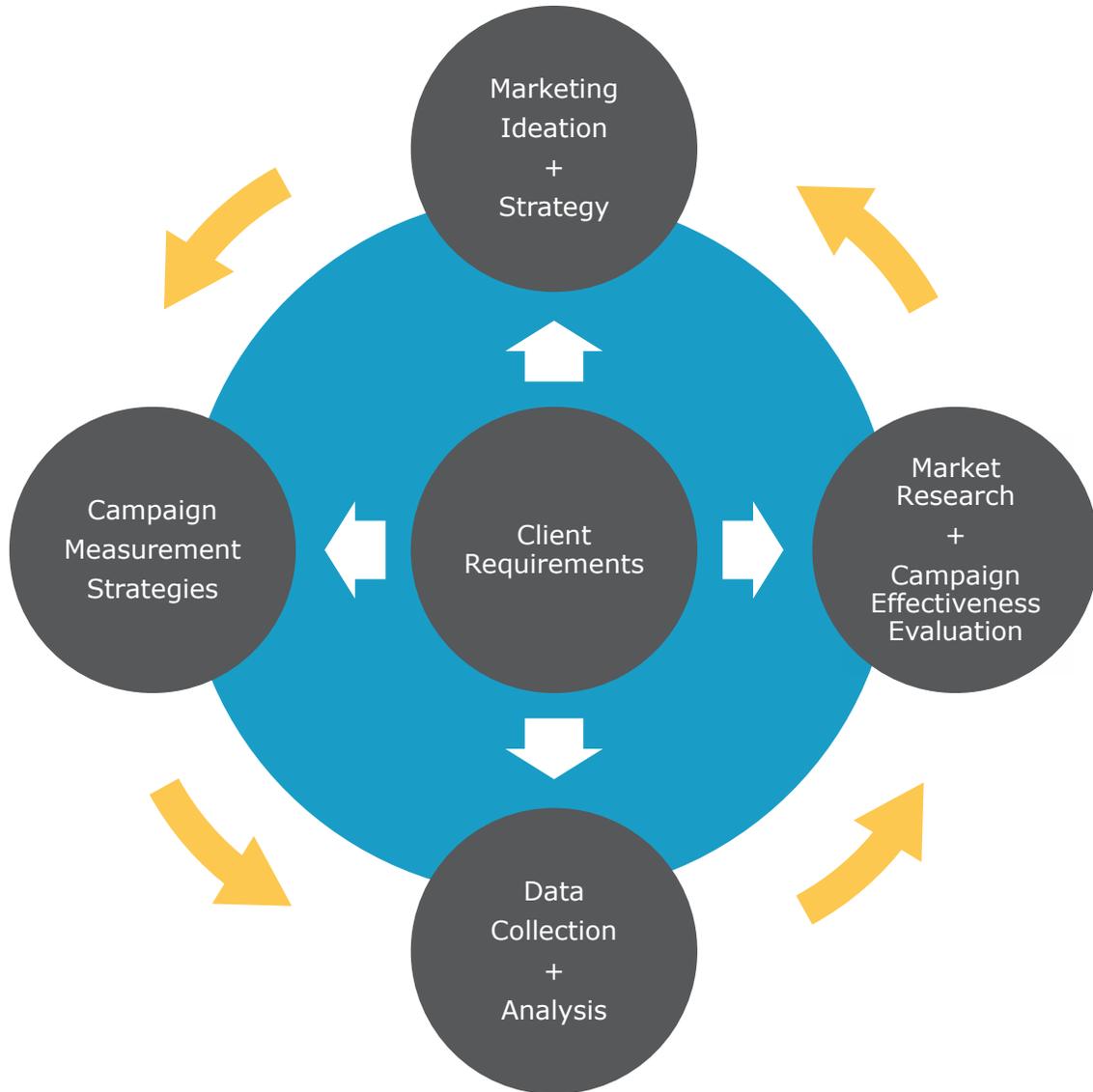
2. In order to track and measure the effectiveness of a marketing campaign properly, the personnel tasked with analytics need to be involved and kept updated at all stages of the marketing campaign. This can potentially behave like a bottleneck in the agency and take up more of the personnel's time than desired.
3. Presentation of insights to clients should be made in a way that is easily understandable, defensible, and ready to be put into action.

SOLUTION

Witmer Group's primary goal of incorporating advanced analytics is to help increase clients' ROI. Thus, at the center of the framework is the clients' marketing requirements which informs all subsequent marketing activities, research and analysis (see Figure1).

Placing the clients' marketing requirements at the heart of every decision enables quick understanding and dissemination of tasks across personnel which saves time and removes bottlenecks. The execution is not difficult: The prerequisite is a well-written, and detailed, client requirements document that is kept updated and shared across personnel.

Figure1: Witmer Group's analytics-driven internal working framework.



Within the framework, it is also easy to see how the insights generated from analytics will be directly useful to the client (i.e. the green analytics cycle). The context for insights generated via data mining are dependent on 1) the stage of the marketing campaign, and 2) the client's requirements. Given the context of the marketing campaign stage, these insights will be more easily understood by clients and are directly actionable.

A subtler benefit from using a framework as such is the ability to quickly adapt to any changes in the marketplace.

The quicker and more times one goes through the green analytics cycle, the better one can fine tune the marketing strategy and serve the client better.

Witmer group has implemented this framework and saw an improvement in their internal workflow productivity. More importantly, they are able to personalize and quickly adapt their marketing strategy based on feedback acquired from analytics. For Witmer Group, helping clients achieve their marketing goal is priority and this framework have been a useful guide in doing so.

IDEA GENERATION FOR CASE STUDY:

Transcending a small/boutique digital marketing agency towards an analytics-driven culture: **How it benefits clients.**

ABOUT THE CASE STUDY

Audience: Digital marketers

Showcase: Witmer group embraces analytics-driven culture. The company is flexible, adaptive and “always learning” by using insights to inform digital marketing strategies to increase clients’ ROI.

ABOUT THE “FEATURED CLIENT” OF THE CASE STUDY

Client: Witmer group, one of the leading digital marketing agencies in Addison, Texas.

Pain point: Witmer group figuring out the best way to transition into an analytics-driven company culture, and how they can consistently use analytics to increase clients’ ROI.

Reason to pain point: Witmer group realizes that rapid changes within the digital marketplace calls for a more flexible, adaptive and personalized digital marketing strategy to better aid individual clients.

Expected outcome: With the proper work-flow, amalgamation of data, and timely analysis, Witmer group believes that analytics can inform digital marketing strategy.

ABOUT THE SOLUTION

It was a brand-new challenge for Witmer group that consisted of 2 parts.

- 1) How can Witmer group consistently help increase client’s ROI with analytics?
- 2) How can Witmer group get their internal analytics-driven culture more streamlined? To answer these questions, Witmer group experimented with various analytics report and internal workflow tests.



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