

CASE STUDY

Customer Advocacy

How Witmer Group helped Zoe Meyer build and grow her customer-360 brand while positioning her as a thought leader in the customer advocacy space.

THE CHALLENGE:

In the business world, customer advocacy marketing is a discipline that amplifies the voice of the customer, giving them a platform to share their experience with your company's brand.

Instead of focusing on the bottom line of the company, customer advocacy experts seek to build long-lasting partnerships with current customers that in turn drives retention. As sales and marketing continue to understand the evolving buyer's journey, one thing is clear, advocates of your brand are the peer influence you need to help you achieve business goals.

Zoe Meyer is one of those customer advocacy experts. Her innovative ideas have helped the various companies she worked for put the needs of their customers first, which in turn increased recurring revenue over time.

After seven years' experience with customer advocacy, she realized that she had a knack and passion for this niche—engaging with customers and driving sales enablement for the company.

During a sabbatical she found that her creative juices were still flowing, and she wanted to start documenting all of these innovative ideas that she had for customer advocacy. Not just her experience over the last 7 years but new ideas and trends that she was seeing.

customer-360 became her passion project—a creative outlet where she could document her thoughts and explore cutting-edge ideas. She purchased the domain name <https://customer-360.com/> but quickly realized she needed help with the design and marketing aspects.

Zoe's ideas over the years had been proven successful and she wanted to become a thought leader and a voice in the customer advocacy space.

When she returned to a full-time corporate job following her sabbatical, she became aware that she did not have enough time to focus on her passion project—she was too busy doing and not spending enough time thinking about where customer advocacy was headed.

Zoe turned to Kristina Witmer, owner of Witmer Group, a full-service marketing agency based out of Dallas, Texas. She engaged Kristina and her team to learn more about SEO, branding, social media marketing, and data analysis.



THE SOLUTION:

Witmer Group first took a step back and analyzed and identified the various areas that needed improvement in order to better showcase Zoe as an expert in the field.

These components include site branding, site usability, site content and technical SEO efforts.

Kristina and her team set Zoe up with a WordPress website that would allow for easy changes without having to hire a coder every time she wanted to create a blog post or update the information on the home page.

SEO was a concern as well. Zoe felt that it wasn't about her writing valuable content and hoping people would come—she wanted to learn how to attract people to visit her website and read what she had to say.

On a weekly basis, Witmer Group continued to support Zoe with marketing and branding ideas to promote the customer-360 brand that included content outreach efforts, identifying great opportunities for in bound links, article quotes, and guest content.

RESULTS & SUCCESSES:

Throughout the 6 months that she engaged with the Witmer Group, Zoe learned more about social, SEO, and other forms of digital marketing. She now has a much better understanding of the value of content outreach, how to market herself, and the various channels that work for her.

Every positive link, content, podcast, etc. builds on future marketing growth and has continued to gain momentum for her online visibility. Witmer Group helped her learn how to attract and engage new viewers in a competitive market by using platforms that allowed her to stand out and be heard about the noise.

“Having someone like Witmer Group to bounce ideas off of added immense value.” Zoe said. “Witmer Group works with many other companies like me and that gave them the ability to tell me what will and won't work,” she continued. “I essentially had to be reeducated about how to get my voice out to others in this space and connect with others.”

In addition to the ongoing consulting, Witmer Group also connected Zoe with several reporters who went on to interview and quote her on their industry websites. Zoe also learned how to effectively market herself on such sites as LinkedIn. This allowed her to provide immense value to her audience, which in turn, caused her connections and reach to grow.

Zoe loves her new website and has received many positive comments and feedback from her peers. “Witmer Group helped me nail the branding—when people come to my site, they see the casual, professional, and thought-leadership side of me,” Zoe remarked.

The total rebranding took on a life of its own and that's something Zoe is really proud of. It showcased her accomplishments while providing her with a professional platform to share her experiences and forward-leaning ideas about customer advocacy and the role it can have in any B2B organization.

Ready to Talk to Someone about Branding, Web Design, or Marketing Consulting?

Learn more about the advantages of working with Witmer Group and how we can create a custom solution for your unique set of challenges.

ABOUT US

Witmer Group is a vibrant group of people who love what we do. We have helped numerous local and national companies and would love to help you! Give us a call at (214) 865-9484 or visit us online.



214-865-9484 • info@witmergroup.com • www.witmergroup.com

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