



Marketing & Advertising for Software Development Company

PROJECT DETAILS

 Social Media Marketing

 Jun. 2021 - Ongoing

 \$50,000 to \$199,999

“*Orange Carrot has a very personal touch compared to other agencies, and I love that about them.*”

PROJECT SUMMARY

Orange Carrot handles paid marketing for a software development and e-commerce company, including the R&D and ad content. They buy media on platforms including Facebook, Snapchat, and Google.

PROJECT FEEDBACK

The client is happy with their ROI so far. Orange Carrot has been highly responsive via Skype and quick to implement feedback. The client is impressed with their R&D team and finds them fun to work with.



The Client

Introduce your business and what you do there.

I'm the CEO and founder of Cubix. Our company has a few different wings for e-commerce and software development. We're based in Florida, and our back-office is in Pakistan.

The Challenge

What challenge were you trying to address with Orange Carrot?

We were struggling with paid marketing, especially media buying on platforms including Facebook, Snapchat, and Google. We had tried a few companies in Pakistan and Florida, but none of those partnerships worked out. I was too busy to spend my own time managing paid marketing, so we needed to outsource it to someone.

 **Salman Lakhani**
CEO, Cubix

 **Software**

 **51-200 Employees**

 **West Palm Beach, Florida**

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

I had a few meetings with Austin (Managing Partner) and his team for a long discussion and proposal. We gave them the details and information about the project and named a competitor, and Orange Carrot did the rest of the R&D. We initially gave them feedback every other day about the ad content that they were working on.

They now handle our paid marketing. Orange Carrot creates the ad content, including the images and graphics.

What is the team composition?

I've spoken with three people from Orange Carrot: Austin and a couple of teammates who are located in India.

How did you come to work with Orange Carrot?

I'd known Austin for about 10 years through a mutual friend, so I contacted him about my project. I knew he was in media buying, but I hadn't realized that he was running his own company.

How much have you invested with them?

We initially started with a budget of \$10,000 a month and increased the budget over time. We currently spend \$30,000–\$35,000 per month with Orange Carrot.

What is the status of this engagement?

I've worked with Orange Carrot since June 2021, and the partnership is ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We are happy with our ROI so far. They have a really good R&D team – they did most of the detail-oriented research homework.

How did Orange Carrot perform from a project management standpoint?

I'm happy with their project management. This is the first time that we've experienced an agency working and staying available 24/7 as our team does, and Orange Carrot's team has been very lively, which has been fun for my team. Their agile customer support has been very nice – we have given them feedback and seen results the next day. We communicate primarily through Skype.

What did you find most impressive about them?

Orange Carrot has a very personal touch compared to other agencies, and I love that about them.

Are there any areas they could improve?

I think Orange Carrot should consider more detailed documentation – I think that's the only thing missing. Everything else they provide is pretty much what I am looking for.

Do you have any advice for potential customers?

Orange Carrot is very good if you know what you are looking for, but they also have a really good R&D team that can help you even if you have little knowledge of what you're doing.

