



# Media Buying & SEO Support for Search Marketing Agency

## PROJECT DETAILS

 Digital Marketing

 Jan. 2020 - Ongoing

 \$50,000 to \$199,999

“  
*"They've helped us scale up and bring more business — we're very happy with their services."*

## PROJECT SUMMARY

Orange Carrot is providing media buying and SEO support for a search marketing agency. They do comprehensive services, including Google Ads management, improving WordPress sites, and remarketing on Facebook.

## PROJECT FEEDBACK

Orange Carrot's efforts have resulted in increased revenue and business for the client and positive results for the end customers. Their structured and organized project management ensures a smooth collaboration. Ultimately, their attention to data and understanding of analytics is impressive.



## The Client

Introduce your business and what you do there.

I'm the owner of a search marketing and account management agency.

## The Challenge

What challenge were you trying to address with Orange Carrot?

We needed help fulfilling some backend requirements involving media buying and SEO activities.



**Michael Ferrari**

Owner, Search Marketing Agency



**Advertising & Marketing**



**1-10 Employees**

### 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?

We're working with Orange Carrot on several campaigns with different clients. They offer all-around SEO support, from organic search, Google Ads management, and content development. They also conduct content marketing and manage PPC campaigns.

In addition, Orange Carrot is implementing improvements on our clients' WordPress websites. Their team also handles remarketing efforts and media buying on Facebook, creating their own ads.

### What is the team composition?

I work with Austin (Managing Partner), their COO, and an account manager.

### How did you come to work with Orange Carrot?

I was sharing a co-working office with Austin.

### How much have you invested with them?

I've spent over \$50,000.

### What is the status of this engagement?

We've started working together in January 2020, and our partnership is ongoing.





## The Outcome

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

Thanks to Orange Carrot, we've grown our accounts and increased our revenue by 25%. They've helped us scale up and bring more business — we're very happy with their services.

Notably, one of our clients' revenue doubled through Orange Carrot's work. Generally, our clients see improvement in their search traffic and positive results across all metrics. We're getting a lot of referrals thanks to the excellent performance of our campaigns.

How did Orange Carrot perform from a project management standpoint?

Orange Carrot is doing really well in project management — their work is structured, buttoned-up, and organized. We communicate through Slack, Skype, Basecamp, and Asana.

What did you find most impressive about them?

Orange Carrot's attention to data and understanding of analytics is impressive. They're good at tracking their work, making it easy to relay information to the client.

Do you have any advice for potential customers?

Understand the analytics yourself, and communicate with Orange Carrot's team.

