

White Label Marketing Services for Digital Marketing Company

PROJECT DETAILS

 SEO & PPC

 Jan. 2020 - Ongoing

 Confidential

“*Orange Carrot shows results and performs while others simply say they can do things.*”

PROJECT SUMMARY

Orange Carrot provides white label marketing services for a digital marketing company. The team also works on third-party clients' websites, paid ads, and lead generation initiatives.

PROJECT FEEDBACK

The company's third-party clients have seen greater conversion rates since working with Orange Carrot. The team is also trustworthy; they're great at communicating with the firm and delivering their needs. They generate ROI for the business, which lets them stand out from their competition.



The Client

Introduce your business and what you do there.

I'm the CEO and founder of a company that provides digital marketing services for all types of clients from large enterprises and nonprofits to small businesses.

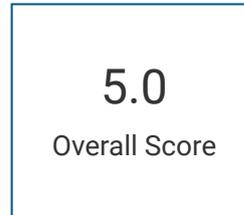
The Challenge

What challenge were you trying to address with Orange Carrot?

We've used Orange Carrot for several of our marketing services, white labeling our initiatives. They also work on our clients' landing pages, paid ads, and lead generation campaigns.

-  CEO, Digital Marketing Company
-  Advertising & Marketing
-  11-50 Employees
-  Delray Beach, Florida

CLIENT RATING



Quality:	5.0
Schedule:	5.0
Cost:	5.0
Would Refer:	5.0





The Approach

What was the scope of their involvement?

In the beginning, we communicated with Orange Carrot through emails and WhatsApp about the kind of services we needed from them. From there, they started collaborating with our clients; they worked on handling documentation, uploads, and instructions.

So far, we've been on a working cadence. The Orange Carrot team communicates consistently with our clients to provide updates on how projects are going along. From handling 2–3 of our clients, they're now handling around eight of them.

How did you come to work with Orange Carrot?

I had some ties with one of their officers; he was in my network and we used to work together at another company. In other words, there was already some amount of credibility in them. When I told him what I was doing and learned about what he was doing, we decided to give the partnership a go.

What is the status of this engagement?

We started working together in January 2020, and the engagement is ongoing.

The Outcome

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

Orange Carrot's campaigns have generated high conversion rates via landing pages. That's one of the most important things we want our clients to experience – to grow and expand their sales. Their success is our success.





How did Orange Carrot perform from a project management standpoint?

Their project management is fantastic. Of the many partners I've worked with, they're one of the few that are extremely good at communication and deliverables – I'd definitely recommend them to other businesses for this quality.

What did you find most impressive about them?

Orange Carrot shows results and performs while others simply say they can do things. To elaborate, other marketers keep us in the door by saying they're going to do something. While they do marketing – they run ads and create content – they don't produce results.

Essentially, marketing strategies should help us know our strengths and generate ROI. Orange Carrot is forward and trustworthy, and that makes them different and more successful than others. They map out the right strategies to take for us without wasting our time. Ultimately, they generate ROI for us.

Are there any areas they could improve?

The initial part of our communication and the identification of their strength in terms of our clients can be improved. We can better figure out the best ways to work together. To be fair, this is a minor issue, and working with them is still a lot quicker and easier than with many of our other partners.





Do you have any advice for potential customers?

Be forward with Orange Carrot because they'll be forward with you. If you have a budget of \$1,500 per month and you don't tell them that, it's not going to be beneficial for both of your teams. It's going to be a big waste of time if the ad campaign turns out to require a minimum of \$2,000 to complete.

Overall, having an upfront and forward communication will make the engagement easier. If you do that, you can expect some astronomical results from the engagement.

