magnolia

marketing communications

2025

Agency Lookbook

Success stories that showcase business results.

Read why customers continue to choose Magnolia and our innovative campaigns.

Industries we serve

01 Financial Services

02 Healthcare

03 Manufacturing, Logistics & Consumer Goods

04 SaaS

05 Technology and Sustainability

01.

Financial Services

CASE STUDIES

FINANCIAL & PAYMENTS INDUSTRY

Case Study: Public Relations

ABOUT THE CLIENT

A leading provider of global payments and foreign exchange services, headquartered in Toronto, ON, boasts of a team with over 250 years of combined experience. They assist clients in enhancing business resilience through simple, cost-effective payment solutions that drive operational efficiency. Presently, the company works with numerous large corporations and over 2,000 financial institutions across North America.

CHALLENGE

- Low brand awareness in target markets, North America and UK
- Low media presence in top tier press
- Low media coverage in trade/vertical media

GOALS

- Boost brand awareness
- Build brand credibility and recognition
- Position the client and its financial advisors as industry thought leaders
- Position advisors as go-to resources for industry commentary

KEY PROGRAMS IMPLEMENTED

- Public Relations Plan and Strategy
- UK regional launch strategy
- Thought Leadership Development
- Media List Targeting
- Industry Pitch Creation
- Message Development
- Media Relations Outreach
- Daily Market Commentary

RESULTS

Grew media presence in North America and the UK and achieved all set goals and objectives:

Audience Reach:
Over 350M

Ad Value Equivalency:
Over $300K

Media Hits:
6-8 tier one and trade media hits per quarter

FRANCHISE VOICE THE IFA PODCAST

FW FranchiseWire

Franchising USA THE MAGAZINE FOR FRANCHISEES

PYMNTS.com what's next in payments and commerce

FINANCIAL & PAYMENTS INDUSTRY

Case Study: Public Relations

ABOUT THE CLIENT

A credit union headquartered in Vancouver, BC, this boutique financial institution offers a comprehensive suite of personal and business banking, wealth management, insurance, and commercial lending solutions. Managing assets worth over $7 billion, it maintains a consistent ranking among the top financial planning firms in Metro Vancouver.

CHALLENGE

- Build brand awareness and business growth
- Leveraging industry experts (financial advisors)
- Quality media placements

GOALS

- Grow brand in North America & UK
- Position the client as a thought leader and industry expert in tier one and trade / vertical media, including the Franchise vertical
- Extend brand reach and grow industry voice in select markets and regions

KEY PROGRAMS IMPLEMENTED

- Media relations program (PR)
- Media training

RESULTS

Grew media presence in North America and achieved all set goals and objectives:

Audience Reach:
52M reached to date

# of Placements
70 media placements secured

Media Hits:
12 media placements per quarter in target outlets

THE GLOBE AND MAIL
CTV NEWS
CKNW NEWS TALK SPORTS AM980
BNN Bloomberg
MACLEAN'S
VANCOUVER SUN

FINANCIAL & PAYMENTS INDUSTRY

Case Study: Public Relations

ABOUT THE CLIENT

With over 20 years of experience in the industry, this technology-focused venture capital firm specializes in nurturing and connecting high-growth companies. Renowned for introducing disruptive innovation to major industries where technology intersects with science, this firm's investments span breakthrough technologies such as smart mining, fast-charging electric vehicle infrastructure, carbon capture, metals and concrete circularity, and nuclear fusion.
Backed by over 20 international blue-chip industrial and financial investors, it boasts one of the industry's most robust investment teams, comprising experts with profound technology, corporate, and entrepreneurial acumen.

CHALLENGE

- Low brand awareness in target markets, North America and UK
- Low media presence in top tier press
- Low media coverage in trade/vertical media

GOALS

- Meet aggressive KPIs to raise brand awareness
- Help achieve vertical market awareness for them and their startups portfolio partners

KEY PROGRAMS IMPLEMENTED

- **Annual PR / Comms Plan:** Set strategy for the year to align with corporate goals and objectives
- **Organic Outreach:** Regular media placements in mainstream and vertical publications
- **Extension of their team:** Worked seamlessly with their start ups on comms / PR needs

RESULTS

8 media placements quarterly targeting vertical and mainstream media

10 press releases promoting thought leadership in key verticals

4 high profile speaking engagements earned annually

FINANCIAL & PAYMENTS INDUSTRY

Case Study: Public Relations & Social Media

ABOUT THE CLIENT

As a prominent provider of global payment services and solutions for managing currency risks, this company offers personalized service and cutting-edge technological solutions for smooth international payments and safeguarding against foreign exchange risks. With offices in North America, Europe, the Middle East, and beyond, they help businesses and individuals reach their financial objectives and ensure secure fund transfers to their desired locations.

Public Relations

CHALLENGE

Increasing brand awareness after expanding into the North American market

GOALS

- Position the client as a thought leader
- Obtain media hits in tier one and trade publications.

KEY PROGRAMS IMPLEMENTED

- **Public relations program:** Position the client as a thought leader and industry expert in tier one and trade media in North America
- **Media Relations:** Conduct extensive media outreach to increase brand awareness and develop strong media relations in the North American market
- **Daily Markets Commentary:** Leverage the client's market analysts to secure opportunities within market commentary outlets to extend their brand reach and thought leadership in the FC and market space

RESULTS

Magnolia achieved several PR opportunities, both in the North American and UK market, with tier one and trade publications.

Audience Reach:
Over 7.5M

Total Ad Value Equivalency:
$70K

Media Hits:
53 pieces of media coverage secured

THE GLOBE AND MAIL

REUTERS

PYMNTS.com what's next in payments and commerce

FINTECH FUTURES

yahoo! finance

Bloomberg

Social Media

CHALLENGE

Use organic social media content to support the client's delegation to a high-profile fintech convention.

GOALS

- Promote key personalities in the company as opinion leaders in the finance and payments industry
- Promote meeting bookings with prospects and media

KEY PROGRAMS IMPLEMENTED

- Deployment of posts showcasing valuable and "hot off the press" financial information to bring awareness of key personalities
- Active promotion of their LinkedIn profiles to facilitate meetings and interviews, and improve on-site recognizability
- Active in-event posts to capitalize on the event traction and dominate conversations surrounding it

RESULTS

Even without a physical booth, the client was able to make the most out of event attendance to not only improve their brand positioning but also their sales team's network.

7% Follower growth during the event

Substantial increase in individual sales team members' **networks and connection requests**

1K+ Engagements and Clicks within the campaign period

02.
Healthcare
CASE STUDIES

HEALTH CARE
INDUSTRY

Case Study: Go-To-Market Strategy

ABOUT THE CLIENT

The client is a trusted in-home care provider in the Portland Metro area, offering caregiving, nursing, occupational therapy, and medication management services. They are committed to providing personalized care, involving the patient's family, and boasts a dedicated team of highly trained professionals from diverse backgrounds.

CHALLENGE

Lack of brand message for Private Pay clients

GOALS

Craft a distinct and resonant message for Private Pay clients

KEY PROGRAMS IMPLEMENTED

- **Competitor Research:** Analyzed the strategies of existing competitors in the field, examining their positioning and participation in relevant events
- **Market Research:** Conducted research on high net worth areas with older age demographics to identify key regions for targeted marketing. Developed the Ideal Customer Profile (ICP) for this market
- **Event Research:** Identified and participated in relevant events to acquire mailing lists, establish a tangible brand presence, and engage in face-to-face interactions with private pay clients

RESULTS

New Slogan: Caring. Consistent. Comfortable
The new slogan, signifies a dedication to excellence in every aspect of home care, from the expertise of caregivers to personalized care plans

Updated Brand Guidelines
Gathered and systematized design elements to ensure consistency in collaterals and other marketing materials

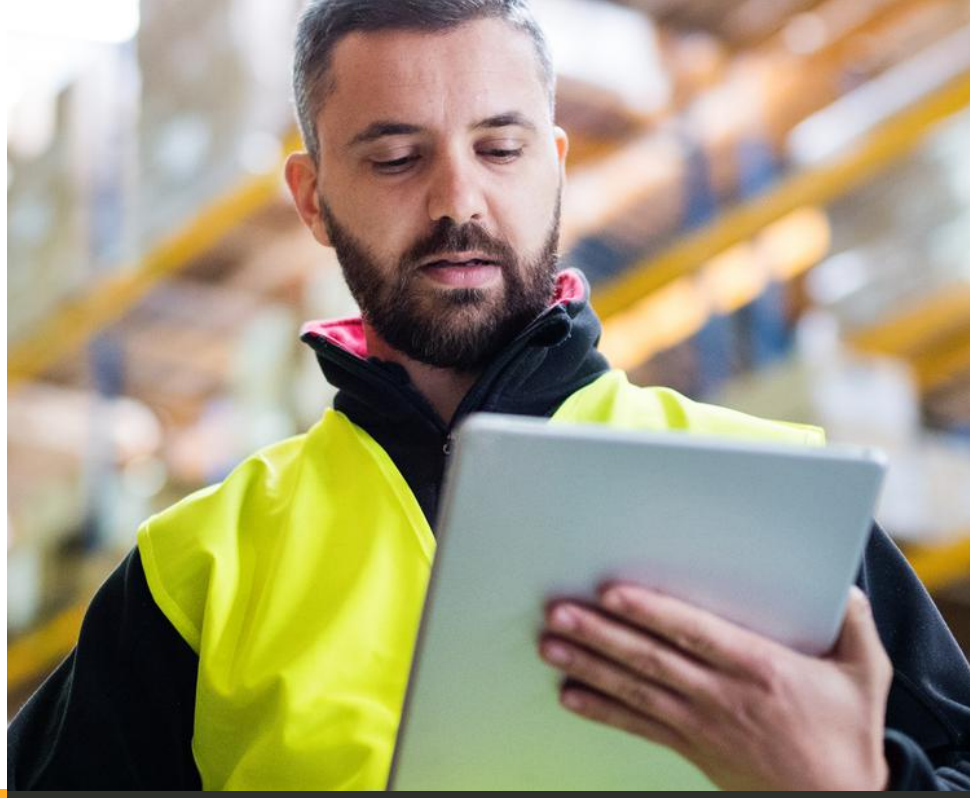
High ROI in Target Areas
Identified target regions where the majority of marketing efforts would be concentrated

Marketing Roadmap Strategically planned events, seasonal campaigns, and targeted outreach for private pay clients, optimizing resource allocation

03.
Manufacturing, Logistics & Consumer Goods
CASE STUDIES

MANUFACTURING
LOGISTICS
CONSUMER GOODS
INDUSTRY

Case Study: Go-To-Market Strategy



ABOUT THE CLIENT

A legacy company in Western Canada's freight and logistics industry, the client has grown to become a leader in courier and final-mile delivery. Their dominant market presence is the result of experienced personnel, commitment to excellence.

PROJECT SUMMARY

The company required a go-to-market strategy, including a messaging refresh, for its mission-critical courier services.

CHALLENGE

- Legacy brand operating within Canada under the name of several subsidiary brands
- Absence of a GTM strategy that unifies the brand name and legacy to establish top-of-mind recall

GOALS

- Develop and implement a refreshed messaging strategy for mission-critical courier services
- Create a foundational brand message that unifies subsidiaries under one cohesive brand identity

KEY PROGRAMS IMPLEMENTED

- In-depth Industry and Competitor Research
- Key Internal Stakeholder Interviews
- Customer Survey
- GTM Strategy Development

RESULTS

Our research resulted in setting the foundation for the go-to-market strategy for the client's on-demand service. The new messaging house encapsulated the strength of the brand and is designed for growth in the current and new catchment regions.

Updated messaging and strategy for on-demand service, including region specific initiatives

Slogans were produced to **modernize the brand's communication and improve recall**

Key strategy recommendations and roadmap for a brand refresh focused on promoting mission-critical courier services

MANUFACTURING
LOGISTICS
CONSUMER GOODS
INDUSTRY

Case Study: Go-To-Market Strategy

ABOUT THE CLIENT

The client is a research and technology innovation company that specializes in advanced suspension solutions for motorized vehicles and vehicle components. Built to perform on any terrain, their flagship product is a suite of products, which is a combination of novel suspensions, tire, steering, and control systems technology.

PROJECT SUMMARY

Develop a PR and Communications strategy & roadmap to increase overall brand awareness and support launch of its new brand in North America ahead of a prototype completion and market entry in 2023.

CHALLENGES

- Low brand awareness in target regions
- Absence of formal messaging and market positioning
- Lack of PR plan to support their brand awareness and thought leadership program

GOALS

- Boost brand awareness and credibility
- Create buzz ahead of product commercialization
- Position the client as industry thought leader
- Build trust among target audience

KEY PROGRAMS IMPLEMENTED

- **Phase 1:** Create market interest and buzz
- **Phase 2:** Develop timely content
- **Phase 3:** PR Roadmap and tactics to generate top-of-mind brand recall

RESULTS

A go-to-market PR Plan and Communications Strategy including:

Industry analysis: competitive overview, identify market gaps

SWOT analysis and identify areas of opportunities

Messaging house encompassing **market positioning, brand characteristics** and **USP**

Content pillars and **cluster topics** to build brand awareness and thought leadership

PR calendar and roadmap including **campaign ideas for upcoming product launches**

MANUFACTURING
LOGISTICS
CONSUMER GOODS
INDUSTRY

Case Study: Email Marketing Success & Public Relations

ABOUT THE CLIENT

As a leading manufacturer of retractable screens, the client provides a diverse range of solutions for doors, windows, multi-panel systems, and outdoor spaces. Their products offer customers insect protection, solar shading, temperature control, and enhanced privacy in their living spaces.

Email Marketing Success

CHALLENGE

- Host a four-day conference for the second consecutive year virtually
- Develop an email marketing campaign to drive registrations to the annual event

GOALS

- Targeted email marketing to drive registrations for the Annual Distributor Conference
- Craft high-personalized emails to attract desired audiences and attendance

KEY PROGRAMS IMPLEMENTED

- **Email Marketing Campaign:** Conceptualised an end-to-end email marketing campaign to nurture prospective attendees
- **Martech support on HubSpot:** including creating workflows and setup for email distribution
- **Design & build landing page** to convert prospects

RESULTS

Magnolia successfully achieved an open and conversion rate well above the industry standards due to the high-impact email campaign strategy. Personalized and engaging email content contributed to driving traction from their distributor network.

The average **email open rate recorded was over 40%,** well above the **industry average of 18%**

The average **conversion rate** was over **12% surpassing** the **industry average of 2.6%**

Public Relations

CHALLENGE

- Build brand awareness and business growth
- Quality media placements in target regions

GOALS

- Reach their target audiences in a strategic and genuine way
- Position their leadership team as industry experts

KEY PROGRAMS IMPLEMENTED

- **Public relations program:** Build a comprehensive PR roadmap. Create custom media lists that target local, national, and North American tier-one and trade outlets
- **Influencer Relations:** Developing strategic partnerships with social influencers and bloggers operating primarily in the home and décor space
- **Trade Show PR Support:** Securing on-site media interviews and PR opportunities

RESULTS

Achieved several net new PR opportunities:

Audience Reach:
108M new audiences

Total Ad Value Equivalency:
Over $537K

Media Hits:
10+ On-site Trade Show Interviews Secured

THE GLOBE AND MAIL

Professional Builder

HGTV

diy network

designNJ NEW JERSEY'S HOME & DESIGN MAGAZINE

dwell

MANUFACTURING
LOGISTICS
CONSUMER GOODS
INDUSTRY

Case Study: Public Relations

ABOUT THE CLIENT

As one of the world's largest manufacturers of motors for interior window coverings and exterior solar protection, this client has been a pioneer in improving the quality of life for more than 270 million people over the past 50 years. From the first roller shutter motor, the client has produced more than 200 million motors, making life easier for users in over 50 countries.

GOALS

Position the company as a leader in the smart technology and home automation industry

CHALLENGE

- Increase brand awareness and market positioning

KEY PROGRAMS IMPLEMENTED

- Digital Public Relations Program
- Press Release Strategy
- Media Relations
- Earned Influencer Collaboration
- Social Media Community Management Strategy

RESULTS

Magnolia achieved several PR opportunities, with tier one and trade publications.

Audience Reach:
Over 55M

Total Ad Value Equivalency:
Over $120K

Media Hits:
60+ Media opportunities secured

Residential Systems
CEPro
The Verge
Commercial INTEGRATOR
residential tech today
TD TECHNOLOGY DESIGNER
WHERE TECHNOLOGY MEETS DESIGN™

MANUFACTURING
LOGISTICS
CONSUMER GOODS
INDUSTRY

Case Study: Integrated Marketing Campaign

ABOUT THE CLIENT

A leading manufacturer of PPE products, tools, and equipment co-headquartered in Chicago, Illinois, and Vancouver, British Columbia. This client offers unparalleled access to their brands through their partner-distributor network, servicing most industries worldwide.

CHALLENGE

Limited brand awareness among target audiences

GOALS

Increase brand awareness and generate inbound leads for its key product line

KEY PROGRAMS IMPLEMENTED

- **Digital Advertising:** Leveraged effective digital advertising platforms such as Facebook and Instagram, and other media buy programs.
- **Email Marketing:** Curated a series of engaging emails for distributors and end-users, moving the top-of-the-funnel leads and driving them down the funnel
- **Social Media:** Drafted editorial calendar highlighting key features and benefits of their products and solutions
- **Landing page:** Crafted and designed highly targeted individual landing pages for their multiple product portfolios

RESULTS

Magnolia was successful in achieving strong results through multiple marketing campaigns.

Lead Gen: Delivered over 1,200 MQL across three key product marketing campaigns

Email Marketing: Over 30% open rate achieved with a Click-To-Open-Rate of about 20%

Social Media Campaign: Increased social media following by almost 40% on LI, 80% on FB and doubled their Instagram followers. Maintained an engagement rate of over 8% across platforms

Landing Page: Achieved an average conversion rate of over 7% through the use of highly targeted individual landing pages

MANUFACTURING
LOGISTICS
CONSUMER GOODS
INDUSTRY

Case Study: Integrated Marketing Campaign & Social Media

ABOUT THE CLIENT

The client is the official distributor of innovative pet supplies in North America, offering design-focused, practical-to-use, premium quality, and eco-friendly pet supplies. The company was the pioneer in introducing these types of products to the Canadian market, aiming to address common pain points experienced by pet owners.

PROJECT SUMMARY

In a competitive pet market, the company faced challenges when targeting U.S. consumers and driving online revenues. The company reached out to Magnolia as they required a long-term marketing partner to support their overall strategy and execution.

Integrated Marketing Campaign

CHALLENGE

- To establish a strong footprint in the U.S. market
- Develop brand recognition and market positioning
- Create and sustain an effective digital marketing strategy

GOALS

- Drive online retail presence in the USA market Increase brand awareness
- Increase overall revenue and position the client as a leading cat products provider

KEY PROGRAMS IMPLEMENTED

- **Social Engagement:** Leveraged Facebook Ads to reach target audience
- **Google Ad Campaigns:** Rolled out both Google Shopping and Search campaigns
- **Integrated Marketing:** Adopted a full-funnel marketing blueprint

RESULTS

71% increase in 'First Time Customers' showcases the expanding market reach, increasing revenue, and enhancing brand reputation

15%-17% increase in Marketing Sales Growth shows how effective promotional strategies created customer traction

25% increase in Total Sales demonstrates how digital marketing helped the client meet customer demands, drive revenue growth, and position itself for continued success in the online pet market

Social Media

CHALLENGE

As a distributor entering the direct-to-consumer market, the company needed to rapidly build brand awareness and equity among diverse customer groups.

GOALS

- Increase followers and engagement on Instagram to build a community
- Increase the visibility of the social media profiles to encourage purchases

KEY PROGRAMS IMPLEMENTED

- Improved content variety by utilizing cute videos, informative carousels, giveaways, and interactive stories. This diversified their content and increased audience engagement, reducing content fatigue.
- Active engagement with key followers and influencers helped increase conversations and account visibility

RESULTS

These compelling results underscore the success of our Organic Social Media Program in driving brand awareness, engagement, and business growth for the client.

Over 13% Follower Growth

200% increase in average post reach and interactions.

Gained more than 500,000 organic profile impressions within the campaign period

04.

SaaS

CASE STUDIES

SOFTWARE-AS-A-SERVICES
INDUSTRY

Case Study: SEO

ABOUT THE CLIENT

With over 15 years of industry experience, this company provides an event management platform designed for various types of events and meetings, including internal, external, hybrid, live, and virtual ones. Their platform offers a comprehensive SaaS solution covering event promotion, pre-event preparations, the event itself, and post-event engagement.

PROJECT SUMMARY

Our client sought assistance from Magnolia for enhancing their SEO efforts, specifically focusing on tasks such as website auditing, strategic planning, and addressing technical SEO challenges etc. Some requests also arose from the intricate structure of their website.

CHALLENGES

There were almost 3,000 SEO warnings, 5,000 SEO notices, and 8,000 SEO issues on client's website
Site health was at 79 and pending to be optimized

GOALS

- Tackle warnings, notices, and issues
- Improve overall site health

KEY PROGRAMS IMPLEMENTED

- On-page SEO
  - Rewrite SEO-friendly metadata with focused keyphrases
- Off-page SEO
  - Directories sign up
  - Backlinks building
- Technical SEO
  - Fixing HTML Tags
  - Fixing Broken links

RESULTS

Through strategic efforts and optimization, the client's SEO saw a significant transformation over the five month project:

Enhanced Site Health: Overall site health significantly improved, elevating its SEMRush score from 79 to an impressive 88 and reflects substantial progress

Impressive Position Tracking: Website's position tracking demonstrated remarkable growth, with an average position **increase of +36.55.** The website climbed from a ranking of 93 to 57, showcasing its improving visibility and authority.

Resolution of Site Issues: All errors were successfully rectified and **3,000 issues, 2,000 warnings, and 4,000 notices were eliminated**

SOFTWARE-AS-A-SERVICES INDUSTRY

Case Study: Public Relations

ABOUT THE CLIENT

The patent-pending solution, crafted by a cloud solutions developer, transforms essential sales and accounting business practices by automating manual entry with 100% accuracy. This solution seamlessly converts emailed and printed customer purchase orders and supplier invoices into automated sales orders and invoices, empowering companies to concentrate on fostering growth.

CHALLENGE

Limited brand awareness among target audiences

GOALS

Improve online brand presence for product awareness and industry leadership

KEY PROGRAMS IMPLEMENTED

- **Public Relations Program:** Work within their parent company's existing marketing goals to develop a PR program that optimizes brand and product awareness
- **Media Relations:** Utilize Magnolia's network of media contacts to secure bylines, blog contributions, company features, and interviews, positioning the client as a thought leader in its industry
- **Analyst Relations:** Develop ongoing relationships with target analysts to drive visibility and targeted research

RESULTS

Through close collaboration with the client, we were able to create more valuable content that translated into tangible results for their brand awareness and lead capturing.

Audience Reach:
Approximately 8 million

Total Ad Value Equivalency
Over $400,000

Media Hits:
Over 40 unique publications reached
3 vertical media hits secured per month on average

MANUFACTURING AUTOMATION

ELECTRICAL BUSINESS

tED the ELECTRICAL DISTRIBUTOR magazine

INDUSTRIAL Distribution

SOFTWARE-AS-A-SERVICES INDUSTRY

Case Study: Lead Gen Program

ABOUT THE CLIENT

As a pioneering partner in e-commerce growth, this company harnesses human expertise, cutting-edge technologies, and a history of outstanding industry outcomes. Focused on enhancing e-commerce performance across platforms such as Amazon and others, they are committed to driving success for businesses in the digital marketplace.

PROJECT SUMMARY

Recognizing the necessity to expand lead generation efforts beyond traditional advertising methods, the company sought to incorporate media buying and lead generation programs into the strategy. This approach aimed to reach a broader audience and engage potential clients across various channels.

CHALLENGE

In the ever-evolving landscape of ecommerce, the company encountered the challenge of developing an omni-channel lead generation strategy to foster growth effectively.

GOALS

- Aim to construct a strategic multi-touch journey, spotlighting key assets, to ensure a seamless and impactful engagement with potential leads.
- The overarching goal was to achieve substantial results within a condensed time frame, showcasing the client's prowess in propelling ecommerce growth.

KEY PROGRAMS IMPLEMENTED

- Strategic Multi-Touch Customer Journey
- LinkedIn Advertising & Media Buying
- Google Ads Management
- Nurturing Email Workflows

RESULTS

Through the implementation of these key programs, we not only met but exceeded the client's lead generation goals, yielding a significant number of high-quality leads within the specified regions and industry verticals. The strategic approach to multi-touch engagement proved effective in raising awareness, cultivating interest, and ultimately converting leads into valued clients.

Timeframe: **3 months**
Budget: **under $50,000**

Qualified leads generated**: 500+**

Efficient use of resources resulted in **a CPL of under** $85

SOFTWARE-AS-A-SERVICES INDUSTRY

Case Study: Public Relations

ABOUT THE CLIENT

As a pioneer in software solutions for the telecom industry, the company specializes in retail management and enhancing customer experiences. Their suite includes POS systems, inventory management, CRM, and omnichannel retailing solutions, benefiting wireless retailers in North America. They face challenges targeting media outlets in a niche market with limited coverage opportunities.

CHALLENGE

In 2023, our client faced challenges promoting their white paper survey as reporters found it less compelling compared to surveys from larger telecom companies with more precise statistics.

GOALS

Generate brand awareness through earned media placements within the niche telecom industry.

KEY PROGRAMS IMPLEMENTED

Over a 4-month period, we customized a campaign featuring compelling narratives. We used various PR tactics including tailored pitches, wide press release distribution, exclusive interview opportunities, media advisories to attend the virtual industry event, and dissemination of post-event FAQs.

RESULTS

Reach: over 450K
Ad Value: more than 30K
Secured 7 media hits and 1 podcast opportunity
3 reporters attended the virtual industry event

Strategic Event Participation:
Engaged media representatives to take part in a virtual industry-specific event that provides a valuable opportunity for deeper discussions with industry thought leaders

Targeted Storytelling for Niche Audience
Crafted a compelling narrative that speaks directly to the unique needs and challenges, while offering insights within a specialized sector which attracted media interest

Value of Exclusive Insights:
Provided unique and valuable information that is not readily available elsewhere in the market to capture the attention of journalists and reporters seeking fresh and compelling content for their audiences

SOFTWARE-AS-A-SERVICES
INDUSTRY

Case Study: Webinar Program

ABOUT THE CLIENT

An award-winning SaaS provider who delivers secure and high-performance virtual desktops and workstations required a webinar solution as part of their demand generation program. In a world of remote working, the client understood the need for integrated software solutions for productive remote working, especially when dealing with large files or sensitive information.

PROJECT SUMMARY

The client wanted to establish a webinar program which aimed to showcase the future of their software and how two award-winning programs were merging into a single product that integrates many of the features requested by its users. In addition, the client secured industry experts to speak during their webinar on how this new software has been a powerful tool to meet the complexities of remote computing needs.

CHALLENGES

Maintain a presence in the industry despite in-person conferences and tradeshows being cancelled during the pandemic

GOALS

- Acquire new leads
- Demonstrate the power of their software
- Boost brand awareness
- Secure new customers
- Increase sales

KEY PROGRAMS IMPLEMENTED

- Webinar Program Management
- Webinar Production
- Landing Page and Asset Development
- Paid and Organic Social Media Promotion
- Email Promotion Campaign
- Media Buy (Publications and Associations)
- Webinar Report

RESULTS

Exceeded over 55% attendee conversion rate

Over **1000+ registrations**

Over **90 MQL**
Over **20+ SAL**

Maintained a solid **60+ minutes viewed** (live Performance), **beating** the **industry average of 50 minutes**

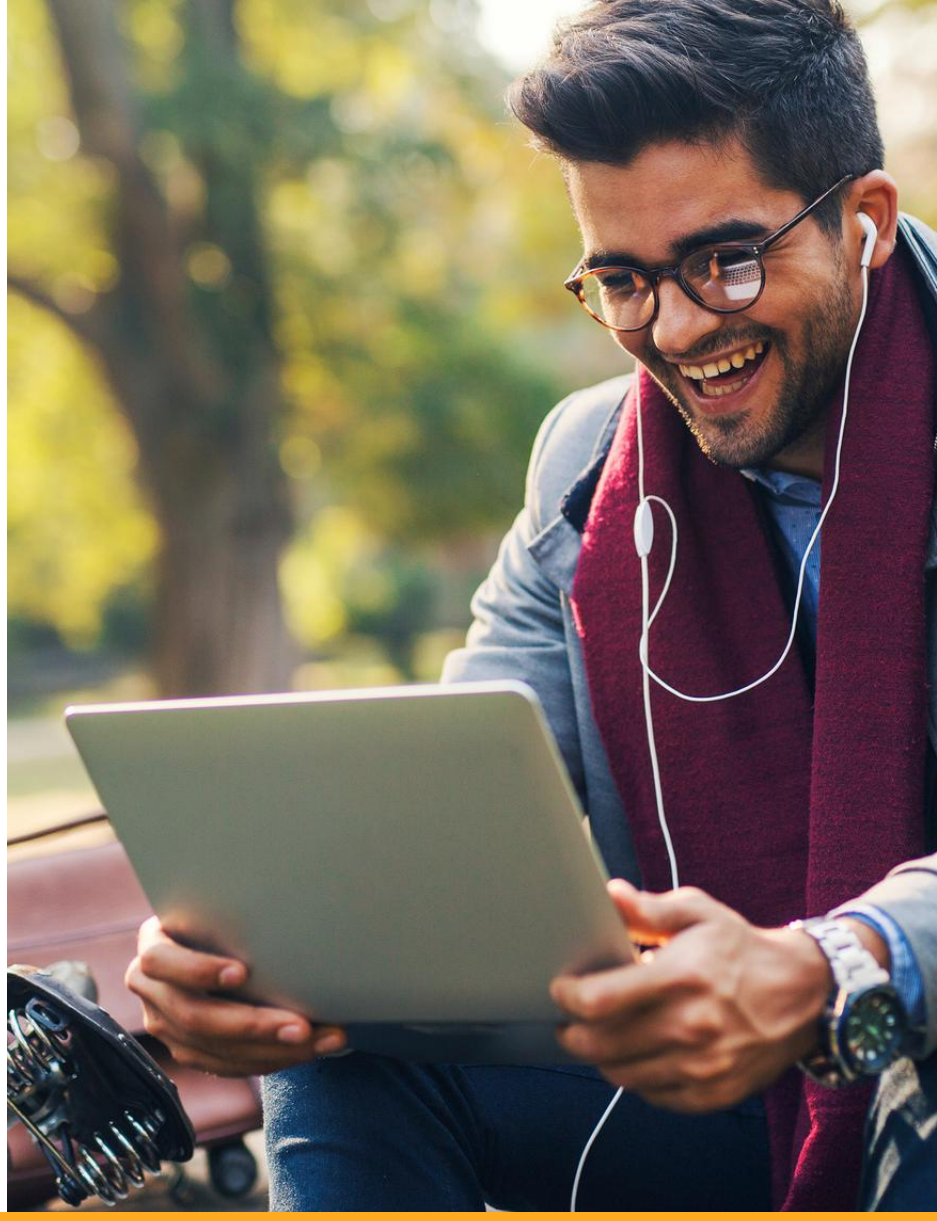
Maintained an average of **30+ minutes viewed** (on-demand), **surpassing** the **industry average of 29 minutes**

SOFTWARE-AS-A-SERVICES
INDUSTRY

Case Study: Digital Marketing Strategy and Campaign

ABOUT THE CLIENT

A renowned enterprise SaaS provider specializes in crafting virtual workspaces, catering to various local, remote, mobile, and collaborative work preferences. Their mission is to streamline the provisioning, management, and utilization of computing resources across virtual and cloud environments. This provider has a strategic focus on various verticals, including but not limited to AEC, M&E, Federal Government, etc. In their quest to leverage PPC Campaigns, they partnered with Magnolia for strategic digital marketing support and expertise.



SaaS PPC Campaign

CHALLENGE

- The SaaS industry's competitiveness led to higher CPC and the need to differentiate from rivals
- Lacked insights into PPC advertising, making it challenging develop effective PPC strategies for awareness and conversions

GOALS

- Achieve a lower CPC to gain a competitive edge in PPC advertising while enhancing the content strategy to increase relevance and engagement
- Develop successful PPC strategies for various campaigns with regular data-driven optimizations

KEY PROGRAMS IMPLEMENTED

- Google Search Ads
- Google Display Ads

RESULTS

With 2 years of continuous strategic optimization and effort on PPC advertising, we achieved:

CPC Improvement: The cost-per-click was significantly reduced, from a high of almost $8 to **under $1.** This showcases outstanding cost-efficiency in our ad expenditure.

Cost/Conv. Enhancement: The cost-per-conversion was substantially improved, from over $150 to a far more economical rate of **approximately $60.** This enhancement boosted the overall efficacy of our campaigns.

Impressive CTR: Maintained around **6% average click-through rate**, double the industry benchmark, highlighting our expertise in captivating and retaining the audience's interest. It also underscores our ability to create compelling ad content and execute precise targeting.

SaaS Lead Gen Campaign

CHALLENGE

- Fine-tune lead generation and velocity requiring precise targeting (location, verticals, company size, job titles)
- Develop a strategic multi-touch journey with a featured asset

GOALS

Leverage approximately 75K USD budget to drive 400-600 leads within specific regions and verticals, aiming to diversify targeting parameters, utilize multi-asset engagement, and achieve substantial results within short period.

KEY PROGRAMS IMPLEMENTED

- Expand lead generation beyond Pay-per-Click, considered publications and content syndication
- Map multi-touch customer journey aligned with our key goal, and strategically manage budget and CPL in between publications

RESULTS

Over the course of three months, our media buy lead generation program achieved impressive outcomes:

700+ Leads Generated: The campaign successfully generated over 700 leads from the targeted North America, EMEA, and APAC regions, as well as across six distinct verticals

Effective Engagement: The multi-asset strategy, focusing on the key featured asset, ensured meaningful warm engagement and guided potential customers toward conversion

Diverse Lead Base: We drove qualified leads and buyer groups from well-known enterprise and federal government departments accounts, expanding the client's customer base

SaaS Media Buy Campaign

CHALLENGE

- Identifying the most effective media channels and publications for each target vertical
- Balancing budget constraints with the need for high-quality lead acquisition
- Selecting the right publications that align with the client's specific targeting parameters, including regions, verticals, and job titles
- Implementing a media buy strategy that reaches decision-makers across diverse global regions and industries

GOALS

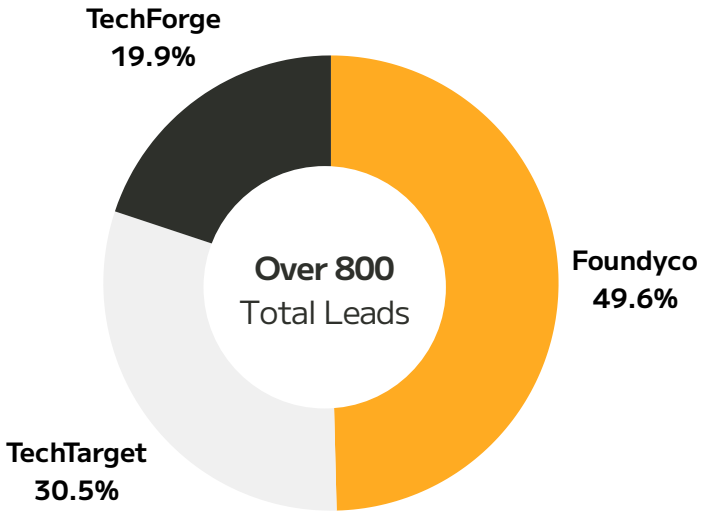
- Optimize media buying strategies for precise and effective lead generation. This involved overcoming challenges in targeting the right audience segments within a highly competitive digital landscape
- Deliver 400-600 leads

KEY PROGRAMS IMPLEMENTED

- Conducting thorough research to identify the most suitable publications for each target audience segment
- Engaging in strategic negotiations with selected publications to secure cost-effective CPL rates.
- Utilizing data-driven insights for efficient budget distribution across chosen media channels
- Developing tailored messaging and content for each publication, ensuring relevance and strong engagement with the target demographics

RESULTS

The four-month media buy lead generation program garnered impressive results spotlighted below:



Quantity and Quality of Leads: Our media buy campaign exceeded expectations, generating **over 800 high-quality leads**, surpassing the initial target of 400-600 MQLs.

Global Reach and Vertical Penetration: The leads were not only from the targeted regions (North America, EMEA, APAC) but also spanned across the focused verticals such as AEC, M&E, Federal Government, Broadcasting, Manufacturing, Gaming, and Finance. This demonstrated the effectiveness of our media selection and targeted messaging.

CPL Achievement: We successfully negotiated favorable CPL rates with key publications, achieving an efficient use of the budget. This resulted in a lower-than-projected CPL, optimizing the client's investment and maximizing ROI.

SOFTWARE-AS-A-SERVICES
INDUSTRY

Case Study: Integrated Marketing Campaign & Social Media

ABOUT THE CLIENT

The client is a Canadian technology company that has supported the digital transformation of the mining industry through a suite of solutions that aid fleet management, asset health, data analytics, and more for over 30 years. By promoting interoperability, these solutions help mines increase productivity, efficiency, and safety. This company is a wholly-owned subsidiary of a leading global heavy machinery company.

Integrated Marketing Campaign

CHALLENGE

Promote technical enterprise products for the mining industry across key regions

GOALS

- Promote the interoperability and scalability features of their primary software solution
- Generate qualified leads for the regional sales teams

KEY PROGRAMS IMPLEMENTED

- Utilized historical data and insights from regional managers, we optimized ad targeting to maximize the results from ad spend and filter out low-value leads
- Success and results were the main focus of showcasing case studies and niche use-cases
- The campaign focused on reducing friction in the implementation of lead capture forms to shorten the process and create better validation

RESULTS

Through close collaboration with the client, we were able to create more valuable content that translated into tangible results for their brand awareness and lead capturing.

Over 80 Marketing Qualified Leads (MQLs): The leads generated underwent lead quality assessment and met specific criteria, indicating their potential to transition into sales qualified lead.

Cost Per Lead (CPL) at under $60: Achieved an outstanding Cost Per Lead (CPL) in the competitive technology industry.

Under $5000 ad spend: Through a data driven and strategic methodology, ad spend not only reached more users but stimulated positive engagement.

Almost 10% Conversion Rate: Achieved a high conversion rate, with approximately 1 in 10 individuals who engaged with our content taking the desired action.

Social Media

CHALLENGE

Increase brand awareness by highlighting the client's solution suite, emphasizing the interoperability and productivity of their key product

GOALS

- Improve the client's online brand presence for product awareness and industry leadership
- Increase engagement and link clicks to refer users to landing pages

KEY PROGRAMS IMPLEMENTED

- Streamlining of social media style guide to maintain brand consistency.
- Production of carousels and videos as primary media to deliver technical product information.
- Social Media Industry Event and Tradeshow support to highlight the client's participation and industry leadership. This also helped promote on-site networking.

RESULTS

The programs helped enhance visibility across primary platforms. This improved awareness of their solutions and help leads through due diligence research to understand the products better.

66K+ post impressions (over 20% increase from previous highs)

6K+ Link clicks to direct users to key landing pages

In-person referral from social media to event booth of high intent prospects

05.
Technology & Sustainability
CASE STUDIES

TECHNOLOGY AND SUSTAINABILITY INDUSTRY

Case Study: Digital Marketing

ABOUT THE CLIENT

One of the world's leading suppliers of data loggers has sold over one million systems globally to industry leaders across highly regulated industrial markets. Magnolia's team of communications and digital marketing experts worked coherently with the team as their full-service strategic digital marketing partner to help drive maximum ROI and brand awareness.

SEM Success

CHALLENGE

- SEM strategy was not aligned with business goal and industry niche
- Ads and messaging strategy were not targeted to the right audience

GOALS

Improve Google Ads metrics performance and leverage SEM budget to assist in overall profit growth

KEY PROGRAMS IMPLEMENTED

- **Strategic re-planning** - including lead generation to brand awareness
- **Google Display Ads** - revamp with new ad imagery, targeting, and placements filter
- **Google Search Ads** - revamp keywords research, targeting, and bid strategy

RESULTS

Over an eight months period, the client successfully underwent a strategic overhaul to better match its business goals and industry niche, emphasizing a customer-centric approach, with quantifiable results reflected in metrics and data as below.

Improved ROAS: Achieved a **return on ad spend (ROAS)** boost, rising from 5.92x to **6.88x** through strategic ad optimization

Outstanding Conversions & Profit: The client experienced a remarkable surge in booking sales, maintaining a threefold increase for three consecutive months

Elevated Google Ads Metrics: They achieved remarkable improvements with a tenfold increase in average impressions and a fivefold increase in average clicks

SEO Success

CHALLENGE

- Low brand awareness
- Generate new sales & revenue
- Grow leads and nurture digitally

GOALS

- Increase brand awareness
- Develop lead generation
- Generate revenue
- Drive traffic & optimize website

KEY PROGRAMS IMPLEMENTED

- Website Optimization
- SEO Optimization
- SEO Content Support
- Google Ads
- Email Marketing

RESULTS

Magnolia's website revamp & SEO strategy helped improve the client's website ranking on Google and drove significant organic traffic.

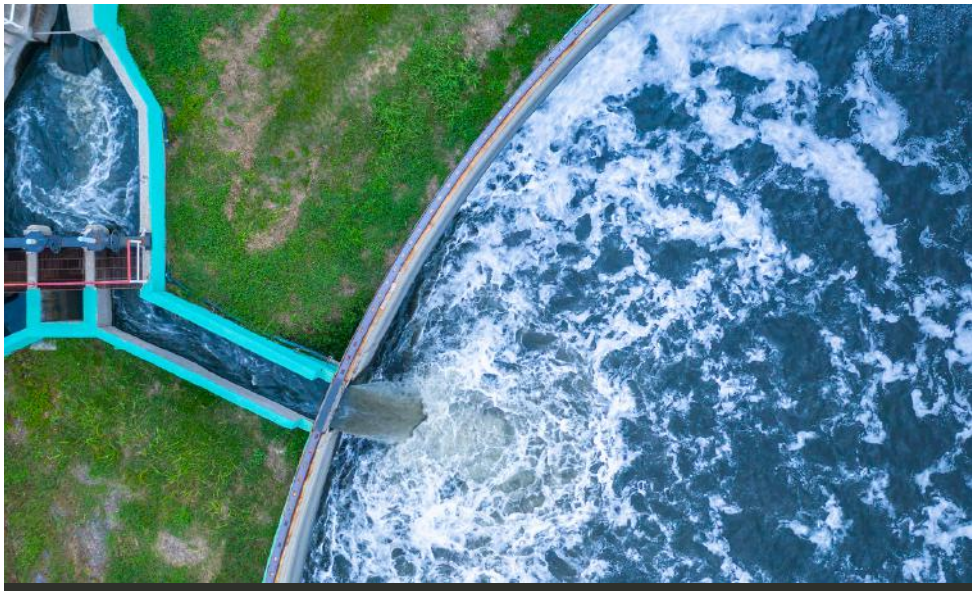
16 keywords on Google's top 10 ranking position
23 keywords indexed out of 38

CPC decreased by almost **45%**
CTR increased by over **15%**
Over 200 total conversions with **ROAS of more than 6x**

Organic website traffic improved by **over 30%**
Improved SEO score from 41 to 89

TECHNOLOGY AND SUSTAINABILITY INDUSTRY

Case Study: Website Revamp



ABOUT THE CLIENT

The client specializes in advanced oxidation and reduction technologies for challenging water treatment. Acquired in 2023, they embarked on a rebranding initiative to establish the brand's new identity. Magnolia's digital marketing team helped them lay the groundwork for a better website.

CHALLENGE

- The original website had core technical issues, needed an aesthetic update, and UX/UI simplification
- The original logo required modernization to better connect with today's audience

GOALS

- **Improve Website UI/UX & Aesthetics:** Enhance visual appeal and user-friendliness for an outstanding interface and experience
- **Modernize Logo:** Update while preserving heritage for broader contemporary appeal
- **Improve CTAs:** Enhance website CTAs for higher engagement and conversion

KEY PROGRAMS IMPLEMENTED

- Website redesign & build (WordPress)
- Logo redesign

RESULTS

Through a comprehensive rebranding and website revamp, the client achieved a faster, more engaging online presence, setting new standards.

Enhanced User Experience: The website now features an intuitive, visually appealing interface for both mobile and desktop

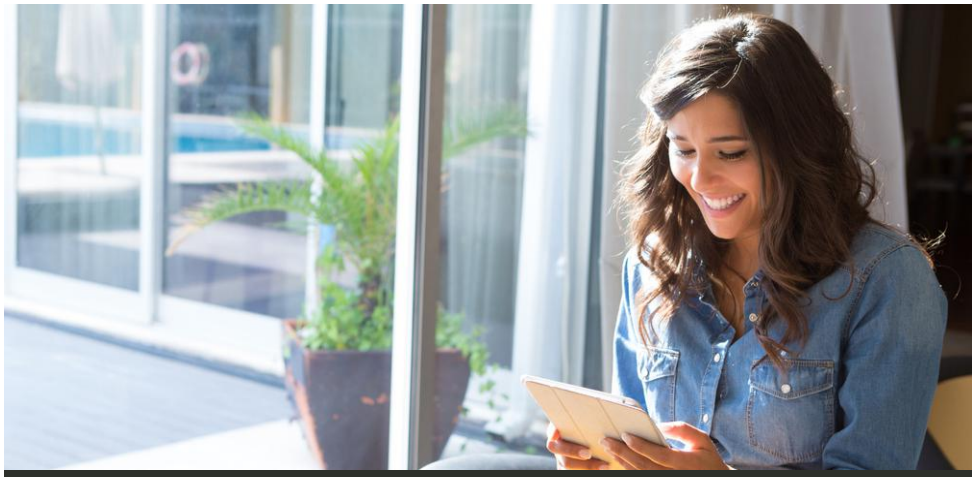
Improved Technical Performance: A host of backend enhancements have made the website faster and more reliable, resulting in a smoother and more consistent user experience

Modernized Brand Identity: A refreshed logo with a contemporary appeal that encapsulates a forward-thinking brand image

Strategic Conversion Points: Optimized CTA's implementation throughout website for conversion optimization

TECHNOLOGY AND SUSTAINABILITY INDUSTRY

Case Study: Brand Awareness Campaign



ABOUT THE CLIENT

This company was established with the goal of delivering broadband internet to the islands of BC. For over a decade, it has served the community, offering exceptional customer care and high-speed internet services to businesses, tourists, and residents.

PROJECT SUMMARY

Magnolia's digital marketing experts worked collaboratively with the client's team as their sole marketing partner to help them achieve their brand awareness goals and captivate the market share.

CHALLENGE

- Improve its marketing and brand awareness efforts in the islands of British Columbia
- Retain and expand market share in target regions

GOALS

- Develop a new, modern website to increase web traffic
- Create brand awareness in the islands
- Promote a customer-friendly ISP to serve this unique community
- Increase their client base to enhance its brand value and reputation

KEY PROGRAMS IMPLEMENTED

- Website Development & Branding
- SEO Audit & Optimization
- Facebook Brand awareness Ads
- Web Analytics

RESULTS

Magnolia commissioned a brand awareness campaign targeting the region to assist the client in expanding its customer base and enhancing its brand value and reputation in the area.

Almost 500% increase in **website traffic**

Facebook Ads contributed to **over 35%** of all **website traffic**

SEO efforts brought **more than 30% of the website traffic**

Secured **more than 80% increase** in **contact form submissions**

TECHNOLOGY AND SUSTAINABILITY INDUSTRY

Case Study: Social Media

ABOUT THE CLIENT

Established in 2017, this Vancouver-based breakthrough energy technology company is revolutionizing the production of clean hydrogen. Their patented solution converts methane into hydrogen and solid carbon, significantly reducing CO2 emissions from the process while producing low-cost, industrial-scale hydrogen.

CHALLENGE

Increase their brand awareness in the market and potential investors

GOALS

Position the client as an inclusive and innovative start-up enterprise with breakthrough technology capable of transforming the way clean hydrogen is produced.

KEY PROGRAMS IMPLEMENTED

- Organic Social Media Program
- Dynamic Social Media Content & Calendar
- Team & employee features and highlights
- Community Engagement

RESULTS

Through close collaboration with the client, we were able to create more valuable content that translated into tangible results for their brand awareness and lead capturing.

Over 300% Follower growth (Over 16 months)

Over 7% Average engagement rate

More than 2,000 Average impressions per post

TECHNOLOGY AND SUSTAINABILITY INDUSTRY

Case Study: Public Relations

ABOUT THE CLIENT

The client is a Mobility-as-a-Service (MaaS) company, offering a groundbreaking trip planning app. This app provides users with the optimal route around cities by seamlessly combining any mode of transport available into a multimodal trip. Their solution can quantify the modal shift and subsequent carbon emission reductions produced by each user.

CHALLENGE

After the app's successful beta launch in 2018, the client was seeking a PR agency to announce their North American launch in over 62 cities including the metro regions of Seattle, Los Angeles, San Francisco, San Jose, Oakland, San Diego, Toronto, NYC and others.

GOALS

- Boost brand awareness and credibility for the app
- Position the client spokespeople as a go-to-resource on sustainable transportation in Canada and the US markets

KEY PROGRAMS IMPLEMENTED

- Media relations program (PR)
- Key messaging and content development

RESULTS

Grew media presence in North America and achieved all set goals and objectives:

Audience Reach:
Over 57M

Ad Value:
Over $100K

# of Placements:
5+ media placements secured in top Tier 1 and Trade publications

REUTERS

BUSINESS VANCOUVER

FAST COMPANY

Smart Cities World

Let our journey begin.

Contact us