




Digital Marketing Services for Custom Badges Merchandiser

PROJECT DETAILS

 Content Marketing, Other Digital Marketing, Search Engine Optimization

 Jan 2001 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

Yeseo has been providing a variety of digital marketing services, including website design, SEO, social media marketing, and content marketing for a custom badges merchandiser.

PROJECT FEEDBACK

Thanks to Yeseo' services, there have been improvements on SERPs for key search terms, and issues on the website have been significantly reduced. The team regularly communicates project goals and progress results to the client, providing perfectly tailored solutions to specific business needs.



The Client


Please describe your company and your position there.


I am the business manager of a promotional merchandise company specialising in custom made badges.


The Challenge

For what projects/services did your company hire Yeseo, and what were your goals?

As an SME operating an ecommerce website we have sought expertise across our online operation. This has included help with the launch of a new website, ongoing technical appraisal of our online presence, review of our website content, advice on social media and paid online advertising.

 **Richard Maydell**
Business Manager, Best Badges Ltd

 **Consumer Products**

 **Ipswich, United Kingdom**

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor and what were the deciding factors?

We were looking for a company that we could trust and that would be interested in a long-term business relationship.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

We began with a review of our current online presence, the effectiveness of our internet marketing, and the opportunities for improving our ecommerce website. We then had meetings during which we collaboratively identified key targets and priorities, such as resolving specific errors, fixing poor page implementations, and improving the appearance of specific pages in search results. We were then given insight into the granular tasks that Yeseo would complete and the coordination with tasks that we needed to complete.

How many people from the vendor's team worked with you, and what were their positions?

Andrew worked with us personally, and also coordinated the help given by other specialists such as content creators.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Progress was well communicated through reports which showed improvements in SERP for key search terms. Dramatic reduction in errors associated with website also shown in reports. Specific project goals and the completion of work also well measured and communicated.





Describe their project management style, including communication tools and timeliness.

The project management and communication of progress has been one of the most pleasing parts of the work with Yeseo. We have even started to use some of their ideas within our own business processes to improve project coordination and communication.

What did you find most impressive or unique about this company?

I think that it is rare to find a company that has such broad expertise but who can also deliver perfectly tailored solutions to our particular business needs. Their willingness to listen and to work with us in an individual way is really fantastic. The approach is also very human!

Are there any areas for improvement or something they could have done differently?

I can't really offer a suggestion here :-)

