



**Andrew Aitken , CEO, GROW**

GROW is a collective of passionate, growth-hungry and results-driven business growth experts

Combining their own experiences of running and managing businesses with GROW's methodologies and unique GROWth Formula, GROW coaches have produced quantifiable & documented results for the businesses they serve. Helping hundreds of businesses to grow their people and profits sustainably.

## CHALLENGE

As GROW had been a long-term client with Brightside, their objectives set at the beginning of the partnership had already been met. They had built a solid marketing foundation, developed all the necessary collateral and were now focused on goals geared toward lead-generation.

## INSIGHTS

GROW had worked hard to get their marketing to a point that the marketing machine could run in tandem to them reaching their lead-generation goals. With GROWth top of mind, GROW was looking to expand their client base as well as venture into new avenues of business.

*Brightside has gone above and beyond in helping us achieve our marketing goals by simply breaking down the marketing strategy, developed just for us, into a simple, easy to understand execution plan*

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## CORE MARKETING OBJECTIVES IDENTIFIED

- Build brand awareness and credibility
- Generate and close high-quality, relevant leads
- Onboard new coaches annually
- Build higher levels of brand awareness
- Ensure consistent leads through digital marketing

## SOLUTION

A lead-generation strategy with targeted marketing tactics was needed to put the GROW offering in front of the right people.

- A public relations strategy was launched
- A metrics dashboard that tracks all key statistics for all marketing activities was developed
- Rich social media continued (focused on showcasing the rich thought leadership associated with the brand, client successes & SEO rich content)
- Sales process for the entrepreneur coaches was mapped and additional supporting collateral was developed
- Entrepreneur coach journey was mapped (post coach signup)
- Entrepreneur coach supporting collateral was developed
- SEO was enhanced through blogs, PR, client stories and newsletters
- Social selling and paid advertising methods were implemented
- Monthly measurement and reporting was established to track website visitors, contact forms completed, social posts performance, clients won/lost
- Website messaging and user journey was refined

## RESULTS

With the Grow phase of BSM's offering in full effect, GROW has managed to significantly increase their digital presence and has ensured increased levels of brand awareness. The successful onboarding of eight new entrepreneur coaches has expanded their business reach and GROW is enjoying several new client relationships.

## METRICS

\*Metrics measured over a:

1 year reporting period

### LinkedIn

- Engagement increased by 33%
- Net audience growth increased by 28%
- Impressions increased by 29.5%

8 month reporting period



### Website

- Decreased average Bounce Rate by 8.3%
- Increased average session duration by 41%
- Increased organic social traffic by 46%

8 month reporting period

### Facebook

- Net audience growth increased by 194%

 *The sophistication of our marketing capabilities has increased more than we knew possible.*   
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