



## SEO & SMM for Executive Coach

### PROJECT DETAILS

 Digital Marketing

 Nov. 2021 - Ongoing

 Less than \$10,000

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*"It has been a pleasant experience collaborating with them."*

### PROJECT SUMMARY

Clover Collective is an executive coach's digital marketing partner. They're conducting SEO implementation, ad campaigns on Google and LinkedIn, and content marketing.

### PROJECT FEEDBACK

Clover Collective's efforts have increased the client's social media engagements and organic page traffic. They facilitate an amicable working relationship by being communicative and timely. Beyond their personable approach, they've effectively executed their campaigns.



## The Client

Introduce your business and what you do there.

I'm an executive coach at Intelligent Leadership Executive Coaching.

## The Challenge

What challenge were you trying to address with Clover Collective?

I was new in the coaching industry, and I needed help getting my face and brand known in the market.



**Jean Durham**

Excutive Coach, Intelligent Leadership Executive Coaching



Education



1-10 Employees



Savannah, Georgia

### 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?

First, we've discussed what we needed to do, and we've touched on opportunities that can help get my brand out there. Clover Collective has then put together a proposal, and they're currently executing it.

Clover Collective is conducting SEO implementation, ad campaigns on Google and LinkedIn, and content marketing. Their team has chosen the keywords for our efforts. They've also created my YouTube channel and helped me upload videos.

### What is the team composition?

I've worked with five people.

### How did you come to work with Clover Collective?

I knew one of Clover Collective's co-founders.

### How much have you invested with them?

I've spent about \$18,000.

### What is the status of this engagement?

We've been working together since November 2021, and our relationship is ongoing.

## The Outcome

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

Thanks to Clover Collective, I've seen increased engagements on my LinkedIn, Instagram, and Facebook. There has also been a growth in organic visits on my pages.





## How did Clover Collective perform from a project management standpoint?

Clover Collective's project management has been perfect. They've been communicative and timely – I can't ask for a better team to work with. We mainly correspond through emails.

## What did you find most impressive about them?

Clover Collective's team is very friendly to work with, and they've done everything I've asked them to do. It has been a pleasant experience collaborating with them.

## Are there any areas they could improve?

I can't think of anything.

## Do you have any advice for potential customers?

Be prepared to spend some money before you achieve results.

