

Case Study - Marketing Plan Development



metric-x

Metric-X is a technology company based in Perrysburg, Ohio. The firm specializes in business intelligence, project management and software development. Metric-X needed a marketing director to help establish their brand and increase market share in the regional markets served.



Finalized Brand Standards and built website

metric-x LOGO COLORS & FILE USAGE 09/2010

PRINT	WEB
<p>2-SPOT COLOR</p> <p>PANTONE Cool Gray 9 C</p> <p>PANTONE 124 Orange C</p>	<p>RGB</p> <p>B=145 G=145 B=149</p> <p>R=254 G=189 B=17</p>
<p>metric-x successful projects</p> <p>metric-x successful projects</p> <p>metric-x successful projects</p>	<p>metric-x successful projects</p> <p>metric-x successful projects</p> <p>metric-x successful projects</p>
<p>BLACK & WHITE</p> <p>6-100</p> <p>metric-x successful projects</p>	<p>HEX</p> <p>#28282</p> <p>#F0A00</p> <p>metric-x successful projects</p>
<p>metric-x successful projects</p>	<p>metric-x successful projects</p>

Week of:	Total	Mo	Tu	We	Th	Fr	Sa	Su
LEADS								
Contact Us Leads from Website	14	0.4	0	0	0	0	1	0
Subscribers from Website	6	0.1	0	0	1	0	0	0
Other Leads - Inbound Calls	1	0.0	0	0	0	0	0	0
Outbound Sales Calls	115	2.9	3	3	2	0	0	0
Biz Development Mtgs Scheduled	14	0.5	0	0	1	0	0	0
SOCIAL MEDIA								
MX Twitter Followers	8							
MX Twitter Following	7							
XLhub Twitter Followers	8							
XLhub Twitter Following	37							
LinkedIn Ad Impressions	74,222							
LinkedIn Ad Clicks	6							
LinkedIn \$ Spent	\$198							
LinkedIn Contacts Identified	7							
Facebook Ad Impressions	1,634,795							
Facebook Ad Clicks	144							
Facebook \$ Spent	\$256							
Facebook "Likes"	13							
WEBSITE								
Website Visitors	2,902	85.6						
Website Absolute Unique Visitors	2,577	230.3						
Website Page Views	7,402	2.6						
Average Page Views Per Visitor	2.6	2.6						
% Direct	854	25.1						
% Search Engine	1,376	41.1						
% Direct	41,07%	29.00%	27.2					
% Google	25.82%	47.7%	36.6					

Developed Scorecard and Direct Mail

As a business leader, you may be asking yourself...

Am I using the right technology to run my business?

How can I analyze the data in my systems?

How can I build a dashboard for my key metrics?

How can I use IT to make my business more profitable?

Do I need an IT strategy?

Metric-X can help you answer these questions and more. We help business leaders use information technology to become data-driven and improve business performance. We analyze the current state, create IT-driven solutions, define success and execute with expert project management. Give us a call at 248-495-4925.

metric-x successful projects

Metric-X delivers IT solutions that drive bottom-line results

Contact Us or Call: 248.690.5250

Home Services & Solutions XLhub Why Metric-X? Case Studies News & Views About Metric-X

Business Intelligence
Metric-X helps companies identify and combine the necessary data to make decisions for day-to-day and strategic purposes.
Learn More

XLhub Review
Read a review of XLhub, Our Excel integration software.
Read Review

Free IT Assessment
Get a free assessment of your firm's IT technologies and processes.
Sign Up

Enterprise Services
Connecting data & building custom solutions to drive business decisions

Small Business Services
Metric-X delivers everything IT for SMB

Staffing Solutions
We identify your IT requirements and find the right, qualified staff

Introducing XLhub
An Excel add-in for collaboration and data management. XLhub integrates Excel with a database.

XLhub

As a business leader, are you maximizing information technology?

Free IT Assessment

1 distribution, 13 clicks
Cost: \$135 = \$10.38 per click
<http://www.metric.com/maximizing-information-technology>

metric-x successful projects

Metric-X delivers IT solutions that drive bottom-line results

Home Services & Solutions XLhub Why Metric-X? Case Studies

As a Business Leader, Are You Maximizing Information Technology?

Metric-X, we help business improve performance with technology based solutions. We offer direct IT assessment that will analyze your current systems and technology abilities and identify areas of opportunity.

Contact Us Today | Learn More | Download Our White Paper

Many IT Projects Fail

Free IT Assessment

3 distributions, 36 clicks
Cost: \$270 (one distribution was bonus) = \$7.50
<http://www.metric.com/maximizing-information-technology>

metric-x successful projects

Metric-X delivers IT solutions that drive bottom-line results

Home Services & Solutions XLhub Why Metric-X? Case Studies News & Views About Metric-X

Did You Know that More Than 68% of IT Projects Fail?

According to a recent report, The Impact of Business Investments on the Success of Technology Projects from IDC Consulting, more than 68% of IT projects fail. Read the key findings below.

Contact Us Today | Learn More | Download Our White Paper

Designed Print Ad and Banner Ads.

HOW FAR CAN YOUR BUSINESS GO?

metric-x

"Do we have the right information technology?"

"How well are we using IT?"

"How do we take technology to the next level?"

"Why the postmeter?"

metric-x