



DIGITAL MARKETING BLUEPRINT CASE STUDY

MEEM MEMORY

GROWTH CASE STUDY



GROW
YOUR BRAND

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THE CHALLENGE

“GROW THE MEEM BRAND THROUGH PERSONAL BRANDING OF THE CEO, CROWDFUNDING SITES, AMAZON AND FULL SERVICE MARKETING CHANNELS.”



THE BLUEPRINT COVERED

THE GROW PLAN & ONGOING CONSULTANCY

- INSIGHT AUDIT
- CONTENT STRATEGY
- CROWD-FUNDING STRATEGY
- PERSONAL BRANDING STRATEGY
- INFLUENCER OUTREACH STRATEGY
- EMAIL FUNNELS
- FACEBOOK AD FUNNELS
- AMAZON STRATEGY
- SEO STRATEGY
- PPC STRATEGY



THE SOLUTION

GrowYourBrand.co helped MEEM Memory exceed their CrowdCube target of raising £400,000 by raising £709,900 with the support of our initial insight audit, growth strategy and three month consultancy.

GYB also helped MEEM beat their Kickstarter target of £50k, by implementing a PR strategy that helped the brand reach pledges equating to £53,330.

Once the crowdfunding creative assets, marketing strategy and campaigns were successfully complete, we moved on to building high conversion email and ad funnels. Driving traffic to the MEEM Memory website and Amazon store.



PROVEN SYSTEMS THAT WORK

Results

And Key Performance Stats



MEEM is a phone charger cable that automatically backs up the personal data on your phone to the cable itself every time you charge your Android or iPhone whether by Power Adaptor, Car Charger, PC port or Power Bank.

GrowYourBrand.co Blueprints supported MEEM in their GROWTH from a startup idea, into a successful brand increasing in conversions month on month across Amazon, Google and Facebook.

MEEM were delivering 5 sales per per month before hiring consultancy suport through GrowYourBrand.co

Over the next 6 months MEEM sale's would grow to 400 sales a month. This was accomplished through using a blended approach across all advertising channels.

Organic traffic would soon grow to 270,000 monthly uniques a month within 6 months.

Once the ad and email funnels were correctly integrated, the blended cost per sale for MEEM was £8.45.

Key Performance Stats

- CROWDFUNDING AMOUNT RAISED – £755,000
- MOM TRAFFIC INCREASE – 35%
- MONTHLY UNIQUES BY MONTH 12 – 270,000
- BLENDED COST PER SALE – £8.45
- AMAZON SALES PER MONTH – 200
- WEBSITE SALES PER MONTH AT MONTH 12 – 800



Automatic back-up,
every time you charge

GROWTH BLUEPRINT ADDRESSED: ...Insight/Content/Crowd-Funding/Personal-Branding/Influencers/Amazon/PPC

MEEM MEMORY AND CEO KELLY SUMNER

WE HELPED MEEM OVER FUND THEIR CROWDFUNDING GOAL & THE CEO DELIVER INDUSTRY THOUGHT LEADERSHIP



GROW

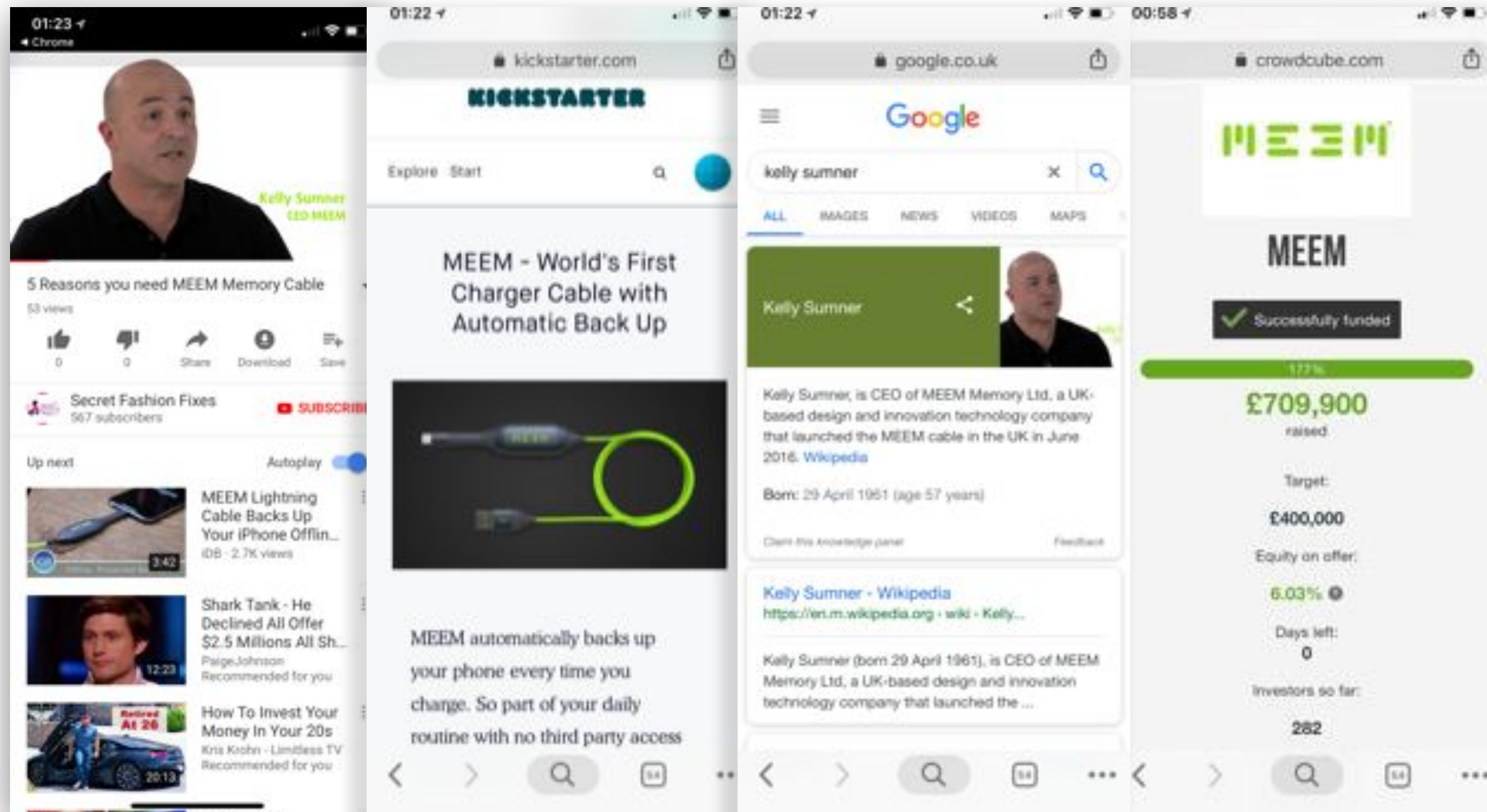
YOUR BRAND

BRIEF

- Strategy To drive investors to crowdfunding sites Crowdcube & Kickstarter
- Help position CEO Kelly Sumner as a thought leader in the mobile space
- Blueprint to grow sale conversions across Amazon, Influencers, Social & Search

OUTCOME AFTER GROWTH BLUEPRINT AND INTEGRATED CONSULTANCY

- £310,000 Over Investment On Crowdcube through targeted email funnels and ads
- B2C Content Creation Strategy, B2B LinkedIn Strategy positioning Kelly Sumner as a thought leader in the mobile tech space. Driving assurance and trust during crowdfunding
- Full service performance marketing blueprint for MEEM Memory sales across PPC, SEO & Social



PERSONAL BRANDING | CROWDFUNDING

Our strategy positioning Kelly Sumner as a thought leader in the mobile space, helped create an inviting & trust-worthy proposition for investors.



WIKIPEDIA & FIRST PAGE SERPS

Our PR strategy enabled Kelly to integrate into tech publications and high authority technology sites.



THOUGHT LEADERSHIP CONTENT

Following our insight audit we strategised all of the video content MEEM would distribute in order to drive conversions and enthuse trust for crowdfunding investors.



OVER FUNDING

+90%



ALWAYS ON INFLUENCERS

50



MOM CONVERSIONS

+15%

GROWYOURBRAND.CO | CUSTOM MARKETING BLUEPRINTS

THANK YOU

YOU'RE JUST ONE BLUEPRINT AWAY...



GROW YOUR BRAND

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