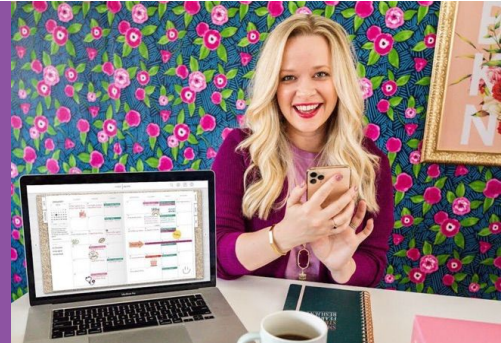




# CASE STUDY

*artful* | agenda

*"12South Marketing is AMAZING! They have helped me grow my business from not profitable to very profitable!"*  
**- Katy Allen / Artful Agenda**



## PROBLEM

Artful Agenda came to us with an amazing calendar app, great potential, but few users. We knew users would love the app once they were able to try it, we just had to get them in front of it first.

## PROCESS

### PLAN

Using the Offer Bridge, we dove into the emotional connection people have with paper planners, the reasons why they need digital, and the false beliefs that stop them from doing so.

### BUILD

With our offer aligned, we developed an **UPSYD** video treatment and a library shoot to have plenty of creative assets for testing, multiple social campaigns, and our lead video ad.

### GROW

Relaunched off the strength of our winning **UPSYD** video, we were able to provide stable growth and iterate content from our initial shoot for almost a year before needing to capture and shoot new creative.

# OUR RESULTS

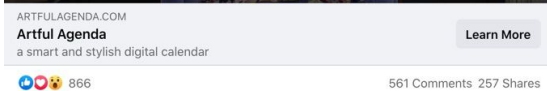
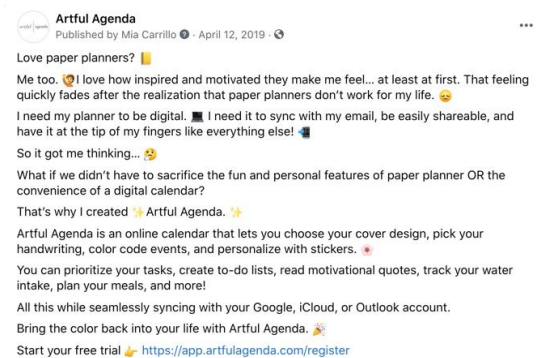


## RESULTS

# 200x

website and social traffic in 24 months

- Social posts with thousands of engagements and a 2:1 comment to share ratio
- 10x website and social traffic in 12 months



# 25k+

new paid memberships

Plus, A stable, cyclical plan to continue to build on past success for future growth.

## OUR PROCESS

Where traditional approaches to digital would involve a lengthy production process that could last 6 months or more, leaving your content untested and ripe for failure, 12South Marketing's innovative, iterative approach embraces agile methodologies to yield quick results and a wealth of analytics from which we can build better, more engaging content for your audience.

**PLAN**  
**BUILD**  
**GROW**



On average, our process helps partners get to market 2x faster and scale their efforts in a more exponential fashion when compared to traditional digital agencies.

One of the principal tenets of our approach hinges on mitigating the risk associated with investing into content that follows popular trends or unproven hypotheses. Months of work and thousands of dollars are often wasted creating beautiful content with the wrong message. Our process offsets this issue by releasing, testing, and analyzing content engagement throughout the production lifecycle to continually improve our output.

*Our agile marketing approach is based on three central pillars that keep your campaign constantly ahead of the game:*



### **PLAN**

Continually learn, improve, and let data dictate ongoing messaging and content decisions.



### **BUILD**

Always be iterating better content based on newly discovered data.



### **GROW**

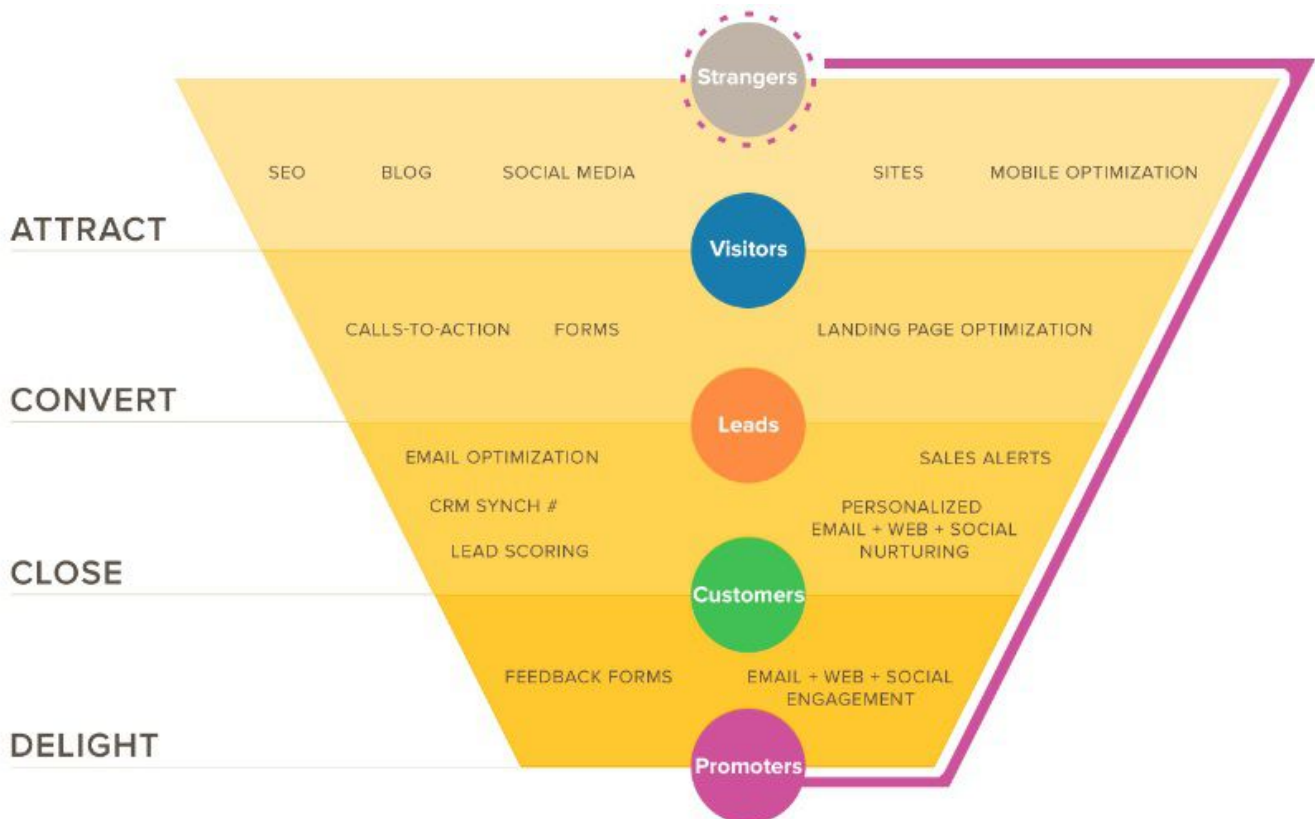
Optimize our reach, engagement, and audiences to generate exponential growth from linear work

# WHAT IS THE INBOUND METHOD?

Let's face it. **Traditional Marketing is broken.** Buyers are taking control. They're tuning out old-school marketing that's impersonal and interrupts.

Instead of buying ads, buying email lists, or shouting on social media, inbound marketing focuses on creating engaging content that pulls people toward your brand where they can learn more about you and your offerings on their own accord.

This method will allow us to increase your visibility to potential customers online with websites, blogs, engaging social content and more - all optimized for search engines and social platforms alike. By educating us on what content pulls your customers through the sales funnel, we will be able to use that context to customize your digital marketing efforts at scale.



# WHAT IS GROWTH-DRIVEN DESIGN?

Most companies and startups are wasting thousands of dollars on giant one-time design and development projects that won't reap them returns... and they don't even know it.

Your website is the centerpiece of all your marketing and sales activities, yet the way we traditionally approach website design has a great deal of systemic risk and wasted opportunity.

There's a smarter way to let your design and development continuously improve with your marketing... and it's called **Growth-Driven Design**.

Growth-Driven Design focuses on 3 main milestones...

	RISKS		RESULTS	
TRADITIONAL WEB DESIGN	Upfront Costs <i>(out of scope, over budget, late)</i>	Resources & Time	Based on Assumptions	Static for 2 Years
GROWTH-DRIVEN DESIGN	Spread Over Time <i>(agile, on time &amp; on budget)</i>	Launch Quick & Improve	Data Based Decisions	Continuous Improvement



- 1. Strategy**  
 We work to avoid the risks of traditional web design by taking a systematic approach to shorten the time to launch, focusing on real impact and continuous learning and improvement.
- 2. Launch Pad Website**  
 By creating an MVP (minimum viable product) we're able to quickly launch a working website or app and begin testing usability and marketing assumptions with real user data.
- 3. Continuous Improvement**  
 We are constantly researching, testing and learning about our visitors to inform ongoing website improvements. Through continuous improvements we can reach peak performance and help educate your development, sales, and marketing teams on the best next steps.



## WHAT MAKES US DIFFERENT

### **AGILE MARKETING PROCESSES + DATA DRIVEN GROWTH**

Utilizing agile processes in our agency ensures we launch your campaign quickly and optimize it continuously. Our iterative approach to building marketing materials keeps your content fresh and engaging to an ever evolving audience. Over the course of our campaign our team will test hypotheses based on analytics from user engagement and behavior across all channels and refine our strategy using the feedback we receive.

### **INCREASED USER EMPATHY THROUGH THE OFFER BRIDGE™ METHOD**

Empathy is a vital component of a successful brand campaign, and developing this deep understanding of your audience is a core part of our process. To achieve this, we have developed a proprietary exercise that we use as a part of our strategy called the Offer Bridge. The Offer Bridge is one of many tools we make use of to establish a clear insight into how your users think, feel, and act and exactly what types of content they will find most engaging.

### **THE INBOUND METHODOLOGY APPLIED TO PAID MEDIA**

We have been strong proponents of the Inbound Method for many years. We believe that the best marketing offers value first, establishes trust and rapport with the buyer, and delights them upon their eventual conversion into loyal customer. We have seen first hand the incredible benefits of building an advertising strategy based around content that Entertains, Educates, and Inspires the audience. Users engage more consistently and organic sharing is greatly increased.

### **LASER-FOCUSED ATTENTION + FLEXIBLE CAPACITY**

12South is a boutique marketing agency for a reason: we like to carefully choose the clients that we work with. When you work with us, you get a true partner in your marketing efforts with the ability (and availability) to stay laser-focused on your growth goals. Our flat hierarchy ensures that your campaign won't get bogged down in inter-department communications or lost in translation. Our efficient agency structure empowers our team to execute on your campaign as a single, unified entity. Our large network of partners gives our agency the unique ability to flex to meet increased capacity should a growth opportunity present itself for your brand that we need to capitalize on.

## TESTIMONIALS

*"Michael and the very competent team at 12South were instrumental in developing a profitable online publishing business for American Songwriter magazine. They developed the social media and digital marketing strategies we needed to move from traditional magazine subscription marketing to a more profitable and efficient online membership model. And we relied on their expertise in website design, analytics and e-commerce to execute those strategies. Their skills are deep and broad and were essential to our success."*

**- Albie Del Favero / American Songwriter Magazine** - [americansongwriter.com](http://americansongwriter.com)

*"12South Marketing is AMAZING! They have helped me grow my business from not profitable to very profitable! I can't recommend them enough! They work hard and get results!"*

**- Katy Allen / Artful Agenda** - [artfulagenda.com](http://artfulagenda.com)

*"A stellar marketing team should be in touch with who you are at your core, where your past has brought you, what challenges provide your present opportunities, and how you can hang 10 on the wave of your industry's future. Meet 12 South, nothing short of a stellar marketing team!"*

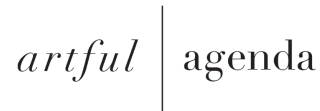
**- Steven Sharp Nelson / The Piano Guys** - [thepianoguys.com](http://thepianoguys.com)

*"I manage a small B2B ecommerce company in a niche industry. We worked with several different digital marketing companies before 12SM. Some of these companies were good, but none took the time to personalize their approach to our specific needs to the same degree as 12SM. Michael, Mia, Paul, and the team at 12South Marketing have been excellent to work with."*

**- David Cook / Cryonite** - [cryonite.com](http://cryonite.com)



## OUR CLIENTS INCLUDE



## CLIENT REFERENCES

### **Katy Allen**

Artful Agenda

<https://artfulagenda.com>

katy@artfulagenda.com

### **Albie del Favero**

American Songwriter Magazine

<https://americansongwriter.com>

albie.delfavero@me.com