

## BONUS MATERIAL!

How can you put the Jump-  
Starter Kit to practical use?

Read these narratives for  
guidance.



# Sparky Case Studies

20 Case Studies and Examples to give you a  
vision and plan for **your** web marketing efforts.

One of the best ways to figure out **your** next step for effective marketing is to get inspiration and ideas from people who've tackled the problem already. Here are some ways you can integrate marketing ideas in a variety of industries and settings.

**Let these examples and real-to-life case studies create a vision and path for your next move. Onward!**

**WARNING:** Apple software *Preview* will disable the links included.

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Use Adobe Acrobat Reader!



## (Service Industry)

### I. Landscaping

Rob's business specializes in radical land transformation. Rob and his two son's wanted more leads and wanted to extend their reach in the tri-state area.

Their website already featured before and after pictures, but they weren't driving enough visit traffic to it.

Instead for trying to handle the web marketing themselves, they continued doing amazing landscaping work and hired an experience content writer and social media manger to help. To reach more prospective customers a marketing strategy was employed. The strategist / content creator wrote useful Blog posts at their website and drive traffic to it using several social media tools and a management system to coordinate them. Posts featured winsome stories and best practices on topics such as getting rid of rodents and insects, watering tips, avoiding erosion, planning color into each season, fertilizer how-tos, and more.

A prominent spot of the website offered deals of the week, but only for subscribers. This nabbed the most interested visitors and captured there email for future announcements and also offered helpful resources. The subscribers receive a quarterly newsletter that features more in-depth problem-solving and offers a special members-only discount on a timely landscaping services.

Their content writer used SEO tactics to drive traffic to the site, sent out press releases that were picked up by the local newspaper for their lifestyle section, and targeted online ads on Facebook

created enough leads that they needed to expand their workforce for 3/4 of the year.



## 2. Non profit

### St. Leo's Clothes Closet

When Kristy started volunteering at St Leo's Clothes Closet, she realized that the word was **not** getting out well enough.

Donations from local church members were coming in, but families in need were still largely unaware of the opportunity.

Her Plan:

- First, Kristy picked Facebook as her main tool and created a page for the charity. She added photos, shared small victories and stories. She made updates and announcements for special needs like children's shoes and baby clothing. She asked her friends for help to spread the word on Facebook and around town. Using the St. Leo page, she followed and liked related local charities and social services; they in turn followed St Leo's and awareness grew.
- Next, Kristy created a few short videos showing what the place was like and featured volunteers, and a few grateful families. One family had lost many belongings in a fire. She created a YouTube channel and linked the videos back to the Facebook page.
- To spur the spirit of generosity and help it "infect" not just the people donating, but also the people *receiving* donations, Kristy created a "thank you campaign". Anytime, someone received clothes they were encouraged to filled out a short thank you note form that expressed their thanks or mentioned how the charity helped them in a real way. These notes were posted on Facebook and around the clothes closet building, helping to

remind everyone of the mission and the impact, and experience the joy that was happening from the effort.

“THANK YOU!” from Marcy:

“My husband just got sick and we can barely make it because of the cost of his medicines. The clothes closet helped me with pants for my teenage son. We are so grateful. Thank you, everyone at Leo’s!”



### 3. Book / Author

Sandy finished the first book in her Young Adult novel series and decided to publish it herself. She was strapped for cash, but wanted to get the word out.

Her plan:

- First, she started by putting excerpts of the book on her webpage and a summary of the plot with a list of characters and their unique qualities.
- She connected with several local libraries, writing groups, and high school English teachers offering a brief workshop in fictional character development.
- At the high schools she had a few student volunteers do a reading of her work.
- She sponsored a 3-month summer writing internship contest. Students submitted short stories and the winner learned from her for 10 hours a week during summer break. The intern learned the business and craft of writing and helped keep her website updated and spread the news and make connections in

social media. In return, the intern also gained an ongoing mentorship and writing tutor.

- On her website, she use the MailChimp email collecting feature to grow her newsletter. the monthly newsletter contained writing tips, information, and teasers about the next book in the series. When the second book in the series came out, she had an audience eagerly waiting and several hundred pre-orders.

## Want to read the rest?

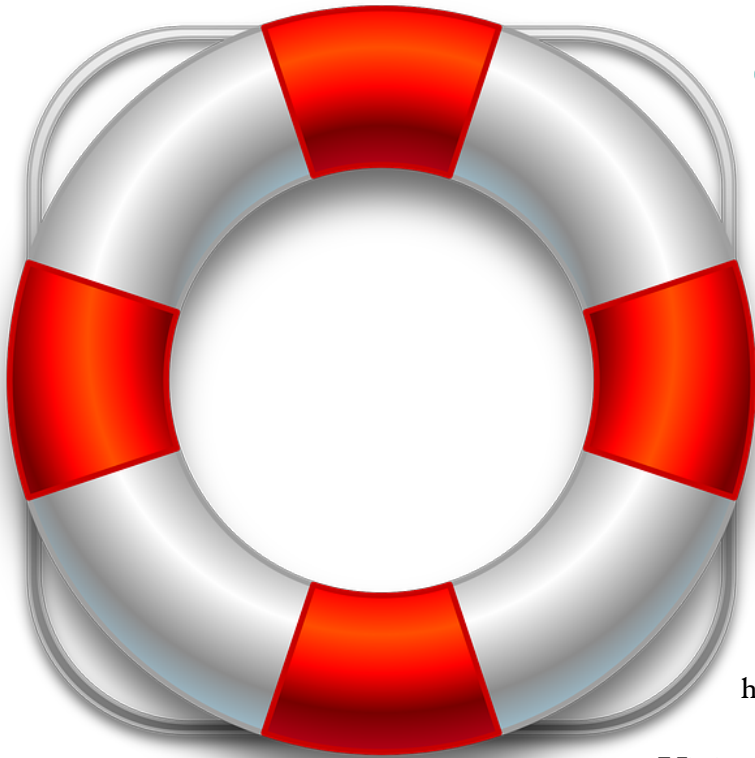
Get all 20 Examples plus the Jump-  
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<https://gum.co/jumpstarterkit>



## Or...Need **Help?**

If you would like to hand off some or all of your web marketing needs to an experience researcher, writer, designer, social media manager, and marketing strategist, I'm ready to help!

From coming up with the concepts and strategies that create a winning campaign to boosting your leads and customer base, I can help.

Visit [sparkmymuse.com](http://sparkmymuse.com) and contact me from there, or email me here: [contact@lisadelay.com](mailto:contact@lisadelay.com)

I'd love to hear from you!

-Lisa DeLay