

# CLIENT CASE STUDY

Financial Institution Marketing Overhaul



## Background

As the Marketing Director of a financial institution, our client faced the challenge of building a marketing and public relations plan from scratch. With no existing strategy in place, they needed expert guidance to establish a solid foundation for their marketing efforts.

## Challenges

- Lack of marketing infrastructure and strategy
- Limited awareness and engagement in the community
- Internal stakeholders unaware of marketing's potential impact

## Solution

Client engaged our services and brought in Moniek James to lead the transformation. Moniek provided mentorship, creative solutions, and innovative technology implementations to develop a comprehensive marketing plan. Together, they built a strategic framework that encompassed external and internal audiences.

## Results

- Establishment of a sustainable marketing plan that aligned with organizational goals and community needs.
- Social media engagement and awareness increased by 288% within the first 3 years.
- Recognition and accolades, including winning the Large Business of the Year award from the Chamber of Commerce.