



Content Marketing for Graphic Design Company

PROJECT DETAILS

 Content Marketing

 Aug. 2021

 Confidential

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PROJECT SUMMARY

A graphic design company hired ContentAdore for content marketing services. The client aimed to get high-quality and unique articles for marketing purposes.

PROJECT FEEDBACK

ContentAdore delivered articles that were aligned with the client's preferences. The team was responsive all throughout, meeting the project deadlines. The client was impressed by the team's performance and process flow, getting 100% support during the engagement.



The Client

Please describe your company and your position there.

I'm outreach manager at Crello. Crello is a graphic design tool for those in need of original and impressive visual content. It allows creating customizable social media, web, print, and ad content for your personal and professional needs.

The Challenge

For what projects/services did your company hire ContentAdore, and what were your goals?

We have hired ContentAdore for SEO services. We had to write articles according to certain requirements. We hoped to get high-quality and unique articles without grammar mistakes. Also, it was important for us to get those articles written on time.



Anastasiia Poloklyvets
Outreach Manager, Crello



Advertising & Marketing



51-200 Employees



Ukraine

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor and what were the deciding factors?

We received positive feedback about ContentAdore from another project. The job was done great. So we decided to use that vendor's services.

Describe the scope of work in detail, including the project steps, key deliverables, and marking tools used.

First, we have ordered 26 articles and specified titles, theses, approximate text volume, key phrases, keywords, anchor texts, and links. Then we gradually received finished articles that were reviewed by our editors.

How many resources from the vendor's team worked with you, and what were their positions?

We worked with an editor, outreach manager, and SEO specialist.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

The text was written in accordance with the requirements and everything was grammatically correct. The topic of the article was fully disclosed. The deadlines were met.

How effective was the workflow between your team and theirs?

We received replies to our questions very quickly no matter what time of the day it was. We were also pleased that the process of the work could be easily tracked online in a working document.





What did you find most impressive or unique about this company?

First of all, the level of this company's performance is high. And secondly, there was 100% online support in case of any questions regarding the project.

Are there any areas for improvement or something they could have done differently?

Sometimes ContentAdore needs to devote more time to the characteristics of our product, so the requested anchors could be fitted in the articles more relevantly.

