



Becoming Your Best Global Leadership

Becoming Your Best is a leadership consulting company that helps individuals and businesses make the most of their time and achieve their goals. The planner segment of Becoming Your Best offers customizable planners to fit any lifestyle.



BECOMING YOUR BEST
GLOBAL LEADERSHIP
WELL BEING • PERFORMANCE • PRODUCTIVITY

CHALLENGE

Becoming Your Best was preparing for the launch of their newest planner product—a completely customizable planner. They wanted digital support in the launch of this product across their platforms





SOLUTION

- Build a tailored Fertilizer Package that focused on one segment of their business—their new customizable planners
- Add content to their Google Business Profile to better reflect their business offerings and add more details about their coaching services as well as the types of planners they offer
- Craft a keyword strategy centered around personalized and customizable planners that could be applied to the new sister website dedicated to their new product. Create 4 blogs based on these keywords that help highlight the advantages of personalizing a planner in addition to exploring trends in the planner industry
- Audit their social media platforms (Instagram, TikTok, LinkedIn, & Facebook) to understand gaps to be filled. Complete a competitive analysis of planner companies to see the content style of their posts and their engagement levels. Develop 4 Ideal Customer Personas that would use their planner for specific lifestyle needs and provide recommendations centered around User Generated Content to pursue based on their ICP's.
- Organize Google paid keyword data into a predictive Google Ads calculator to create a PPC campaign that would have a positive ROI and optimized monthly ad spend.
- Evaluated optimal next steps and offered suggestions centered around paid media management, UX/UI design research, and an influencer marketing campaign that could be pursued at the conclusion of the Fertilizer Package project.



KEY RESULTS



Reputation Management

- **53% increase in Google Business Profile interactions from November to February.**
- **(34-52)**
- **Average of 29% increase in Google Business Profile interactions each month between November and February**



SEO

- **6% overall increase in keywords on website between November and March with 4 new keywords added by one blog.**

About Green House

Green House (GH) is a sales & marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. Green House assists organizations by improving their online marketing presence, fortitude, and evolution.