



CASE STUDY

Unlocking Opportunities Securing Futures

FOR MORE INFORMATION.
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Canada



Client:

FastKey

Year

2008

Category:

Information Technology

Revenue:

\$300k

ABOUT CILENT

It is impossible to overestimate the significance of careful hiring screening in the cutthroat corporate world of today. Leading the way in transforming this vital area for small and medium-sized enterprises throughout Canada is Fastkey. Our simplified procedure guarantees thorough and effective criminal background checks and is made possible by direct connections with police stations around the country. Through modern biometric technology, we validate identities smoothly, guaranteeing the maximum accuracy and trustworthiness in our reports. Furthermore, the incorporation of Equinox credit reports offers employers insightful information about candidates' financial backgrounds, empowering them to make judgements that are customised to their particular requirements. Businesses can rely on Fastkey as a partner who is dedicated to data protection, equity, and enabling confident hiring decisions.

PROBLEMS

As a small organization, FastKey was challenged with the feast or famine sales cycle. They needed to drive growth, but the owners were doing all the selling and then doing the implementing of the solutions.

1. Outreaching efforts

Fastkey supports affiliates with marketing resources and dedicated assistance to ensure success, while also engaging in targeted outreach efforts to promote their screening solutions for landlords and employers.

2. Convincing People To Adopt

Fastkey offers streamlined screening services, but faces the challenge of convincing businesses to trust their reliability and commitment to data security and fairness.

3. Resource Constraints

The senior team was already stretched thin with managing ongoing projects and maintaining client relationships, leaving little time for consistent marketing efforts.

FOUR STEPS

THE PATH TO REVENUE

Artistic collaboration creates unique music, expands audiences, generates media buzz, and shares costs, leading to higher royalties, global appeal, successful joint tours, and viral marketing, all boosting revenue.



Value Proposition

Marketing Crows help you build strong relationships with personalized, timely, and relevant emails that resonate with your target audience.



Optimize Your Visibility

Our expertise ensures 99% email deliverability, getting your message in front of more customers.



Data Driven Leads Generation

We guarantee a minimum number of qualified leads per month, ensuring our email marketing services deliver tangible results.



Proven Track Record

Our clients see an average 25% increase in open rates and 30% boost in conversions with our email marketing services.

SOLUTIONS

Marketing Crows offers a holistic approach to marketing that aligns with Fastkey's goals and objectives. With our expertise and dedication, we can help Fastkey attract more clients, increase brand awareness, and ultimately achieve long-term success in the market.

1. Targeted Marketing Strategies

We tailor marketing strategies for Fastkey's target audience, ensuring their message resonates and drives engagement.

2. Brand Awareness Campaigns

We create powerful brand awareness campaigns using digital ads, social media, and content marketing to boost Fastkey's visibility and attract more customers.

3. Lead Generation

Marketing Crows specializes in high-quality lead generation, employing tactics like email marketing, SEO optimization, and lead magnets to attract prospects to Fastkey's platform, driving sales and revenue growth.

3. Structured Email Strategy

We designed and executed a structured email campaign strategy that aligned with the client's sales goals.

BENEFITS

After engaging Marketing Crows, Fastkey witnessed a surge in brand visibility and lead generation, leading to an expanded client base and enhanced reputation as an industry leader. This strategic partnership not only optimized conversion rates but also provided invaluable guidance, propelling Fastkey towards sustained growth and success.

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This is Avery from Producer Party. Marketing crows provided assistance to a promotional label over a duration of six months, focusing on the management of our cold email system. Marketing crows support encompassed various tasks including the setup of sending domains, campaign management utilizing instant AI technologies, proficient management of cold email outreach, and the creation of compelling sales copy.

Avery Wiese - CEO

WORKING WITH US, PROVISION ACHIEVED A

↑ **25%**

Improvement in REVENUE over 90 days

WORKING WITH US, PROVISION ACHIEVED A

↑ **30%**

MORE EVENUE PER ORDER

A Partnership between



VISITE OUR WEBSITE

<https://marketingcrows.com/>

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