

Marketing Strategy & Content Creation for Executive Search Firm

PROJECT SUMMARY

An executive search firm hired Magnetude Consulting to do a complete overhaul of their marketing strategy. They also work on content writing, web design, research, and marketing campaigns.

THE PROJECT

Services: Content Marketing, Digital Strategy, Web Design

Timeline: 5+ years

THE REVIEWER

Head of Marketing, Executive Search Firm

THE COMPANY

Industry: Advertising & marketing

Location: Waltham, Massachusetts

Company Size: 51-200 Employees



“They are true partners – they have our best interests in mind and they take feedback really well.”

Thanks to their expertise and hands-on approach, Magnetude Consulting’s comprehensive work has helped the client grow significantly in terms of content, web traffic, and lead generation. Their strong communication skills and genuine care for the client allow for a strong and harmonious partnership.



5.0

Quality	5.0
Schedule	5.0
Cost	4.5
Willing to Refer	5.0

BACKGROUND

Introduce your business and what you do there.

I am the head of marketing for an executive search firm. We are based in Massachusetts, and we specialize in executive C-level roles, team expansions, and recruitment process outsourcing (RPO) across life sciences, digital health, fintech, and software verticals.

OPPORTUNITY / CHALLENGE

What challenge were you trying to address with Magnetude Consulting?

We wanted to do a full revamp of our marketing strategy, and we needed someone to take a look at all of our messaging across our website and our collateral.

SOLUTION

What was the scope of their involvement?

At the start of our engagement, Magnetude Consulting helped us do a really comprehensive overhaul with regards to our go-to-marketing strategy, messaging, and positioning. We didn't have a content strategy at that point either, so they helped us put that together. They are also HubSpot certified, so they

were instrumental in helping us migrate over to the platform, and they continue to leverage that marketing automation software to help us.

Now, they help us with developing and writing content, which is a significant part of our content strategy. Their work includes everything from thought leadership blogs, contributed articles, white papers, ebooks, and infographics to general quick hit SEO-driven blog posts.

A few months before a new year, we host a kickoff brainstorm session where we develop our content ideas for the coming year. We also start to map out an editorial calendar together; we choose key pillar themes and we develop content ideas around those themes. Working in tandem with our thought leaders at the firm and our partners, the team will then flesh out and write the content for us.

They help with the design elements as well. At the start of our partnership, their web development team worked with us to redesign our website, and they continue to refresh and update our website. Aside from that, they also help put together all of our marketing and sales collateral by creating design-oriented thought leadership pieces.

They have a PR team that collaborates with us in creating craft pitches. They assist in getting our content printed in industry publications by doing PR research — that's how we decide which publications, reporters, and editors are worth building relationships with. Overall, they also help us with social media, paid advertising, email marketing campaigns, and strategy.

What is the team composition?

We primarily work with an account manager, a content writer, a web developer, a designer, a PR expert, and an SEO expert. We've also worked on and off with high-level strategy consultants from their team.

How did you come to work with Magnetude Consulting?

I joined the company a year after the engagement started, so I wasn't there at the beginning. Their CEO was actually the one who referred me to the firm for my current position.

How much have you invested with them?

We have spent several hundred thousand dollars over the last few years.

What is the status of this engagement?

We started working together in April 2017, and we are still engaged with them.

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RESULTS & FEEDBACK**What evidence can you share that demonstrates the impact of the engagement?**

In terms of metrics, we mainly look at the amount of content that they're able to produce for us. We have seen a significant increase in our web traffic over time, and that's largely driven by the content that they're producing and the campaigns that we've put together with their help.

Recently, we put a renewed focus on creating content for lead generation and we have seen a significant uptick in inbound leads that have converted into opportunities. Overall, they've been a great help.

How did Magnetude Consulting perform from a project management standpoint?

Their project management is terrific and they're really hands-on. I have been a marketing team of one since I started and they've really become an extension of my marketing team — whenever I find myself in a pinch, they are willing and available to help.

In terms of communication, I have a weekly alignment call with a few team members and it goes on for 30–60 minutes. Otherwise, we primarily correspond via email. I also text with a couple of them every so often.

The beauty of Magnetude Consulting is they're so easy to collaborate with. In terms of design, we would have ideas in mind but we were also looking for guidance. Our account team works with one of their talented web developers — he has an eye for design, so he's able to take some of our ideas and bring them to life from a developer's perspective. He acts as a guide and lets us know which ideas can and can't work in the context of our broader site.

What did you find most impressive about them?

I'm really impressed by the care they show us. They're not only a talented team, but they're also good people and this is what made our long-standing relationship possible. They are true partners — they have our best interests in mind and they take feedback really well.

We aren't a perfect market fit in terms of the verticals that they specialize in, but because we have been a client of theirs for so long, they dedicate a lot of time and resources to us. I don't believe other agencies would have been willing to invest in a client that wasn't a perfect market alignment.

Are there any areas they could improve?

At this time, I can't think of anything they could do better.

Do you have any advice for potential customers?

My advice is to be transparent and straightforward with your goals and priorities at the onset and if you want to get the most out of the partnership, continue to work with them to monitor KPIs and metrics.

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