

case study

Client:
Russell's Pest Control

Project:
Promotional Campaign

Objective:
Increase sales by building a more consistent lead-generation pipeline.

Strategy:
Focus on female decision-makers and re-message accordingly. Reallocate traditional media budget into digital supplemented with other tactics.

Result:
• Lead generation increased by 40% in the first six months of the campaign.



★ ADDY Award winner

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