

TAG

# A Collectible marketplace

## Shifting from reactive to proactive marketing with a campaign playbook

### The client

A growing marketplace for collectible items



TAG completely reorganized our marketing reporting processes and developed detailed playbooks for end-to-end marketing campaigns.

Marketing Director



### CHALLENGE

As a growing marketplace, our client was ready to expand marketing efforts. However, due to rapid growth, they primarily **relied on reactive marketing** campaigns. To transition to a proactive approach, the client needed support in **establishing processes for planning, executing, and measuring campaigns.**

### SOLUTION

Our initial focus was to understand the current operations. We then collaborated with all stakeholders to **craft an end-to-end campaign process playbook.** This playbook included campaign setup procedures, data tracking and reporting, and deck templates. Implementing this new process enables the company to consistently and efficiently execute campaigns



Process review



Team collaboration



Playbook creation

### RESULTS

#### From reactive to proactive

This proactive approach will result in executing better campaigns, which in turn will lead to improved results.

#### Team alignment

Implementing clear end-to-end processes ensures that all team members understand their roles, responsibilities, and the overall workflow- leading to an effective campaigns execution

#### Implementing process in sister companies

Since the playbook is focused and easy-to-implement, our client was able to replicate it for their sister companies. This action saved our client from additional costly expenses.

## TAG MARKETING SERVICES



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