THE it CROWD
A FULL SERVICE MARKETING AGENCY

# CASE STUDY

## 1ROute

**Client Name:** 1Route

**Industry:** Telecommunications

**Client Since:** January 2021

**Services Provided:** Complete branding, website design, website development, social media, email campaigns, blogs, creative for advertising, podcast outreach, video production, podcast creation, character creation

## THE OBJECTIVES

**Objective 1:** Revitalize the 1Route brand to reflect its expertise in telecommunications and fraud management.

**Objective 2:** Build a robust online presence through a professional and engaging website and social media channels.

**Objective 3:** EDrive lead generation and establish authority in the industry through strategic content, podcasts, and advertising campaigns.

## THE CHALLENGE

1Route, a telecommunications company specializing in call validation and fraud management, sought to solidify its market presence in a competitive industry. They needed a comprehensive digital and branding overhaul to effectively communicate their unique value proposition, enhance customer engagement, and position themselves as thought leaders in telecom fraud prevention.

## APPROACH

### 1. Discovery and Analysis

-Conducted in-depth research to understand 1Route's target audience, industry challenges, and competitors.

- Identified key opportunities to differentiate 1Route as a leader in call validation and fraud prevention.

### 2. Strategy & Development

- Crafted a cohesive branding strategy to reflect 1Route's expertise and professionalism.

- Developed a comprehensive digital marketing plan integrating multiple services to ensure consistent messaging and engagement.

# IMPLEMENTATION

1

### Branding

- Revamped the logo, visual identity, and brand guidelines to align with 1Route's mission and values.

- Created a unique character to personify 1Route's mission, simplifying complex concepts for better audience connection.

2

### Website Design and Development

- Designed a clean, user-friendly website optimized for conversions and SEO.

- Developed interactive features to showcase 1Route's services and expertise.

3

### Social Media and Email Campaigns

- Managed and grew 1Route's social media presence with engaging, industry-relevant content.

- Designed and executed targeted email campaigns to nurture leads and convert them into clients.

4

### Blogs and Creative for Advertising

- Produced high-quality blogs focusing on telecom fraud trends and solutions.

- Designed impactful advertising creatives to drive awareness and clicks.

5

### Podcast Outreach and Creation

- Launched the "1Route Roundup" podcast, featuring industry experts to discuss emerging threats in telecom fraud.

- Managed outreach to secure high-profile guests and maximize podcast visibility.

6

### Video Production

- Produced educational and promotional videos to support 1Route's campaigns and enhance engagement across platforms.

# RESULTS

**Increased website traffic within six months of launch.**

**Increase in social media engagement and follower growth.**

**Achieved lead conversion rate through email campaigns.**

**Received overwhelmingly positive feedback on the "1Route Roundup" podcast, positioning 1Route as an industry thought leader.**

# CLIENT TESTIMONIAL

Working with The it Crowd was a game-changer for our business. Their innovative approach and dedication exceeded our expectations, helping us redefine our brand and achieve remarkable growth.
- 1Route Executive Team

# LESSONS LEARNED

The success of 1Route's project highlighted the importance of integrating branding with a multi-channel digital marketing strategy. A cohesive approach ensured consistent messaging and maximized engagement. Additionally, the creative use of characters and podcasts showcased the power of innovative storytelling in building industry authority.