

client: Moby

A local telecom looking to connect.



## RESULTS

# 200

new customer  
sign-ups

# +40%

landing page  
conversions

# 17%

decrease in cost  
per lead



### Objectives

Moby came to Tag looking to reinvent their brand to bring some more personality and uniqueness to their visuals and messaging.

Before coming to Tag, Moby only dabbled in digital marketing, so they were looking to create a robust digital marketing plan.



### Challenges

To create a unique brand that stood out from the giant telcos of Telus and Shaw who could spend millions on marketing and advertising. Moby had to be memorable, and be able to adapt quickly to customer needs.

Moby is only available in the downtown core, and only available in certain residential buildings, so the challenge was how to utilize marketing dollars to hit their very specific target audience and at the same time get customers familiar enough with their brand to have a stronger presence in the market.



### Solutions

Create user personas to match their intended target audience with unique messaging that would resonate (e.g.: ads speaking directly to Gamers). Work with contextual targeting so the message spoke directly about their current scenario

Previously, Moby ran ads with a wide net of all of Downtown Calgary so ad spend was going to waste. their campaign were now targeted and personal. Tag also created a strategy that implemented ad sets to run during specific times of day—running more at night when people were home using their internet and TV services.

Keeping a close eye on competitors and when they released certain sign-up offers or price point focused advertising, Moby would then release their offering to coincide with it.

Tag pitched Moby on utilizing Facebook, when previously they were only running Google ads. Facebook then became their number 1 lead source.

## OUR SERVICES INCLUDED

### Branding

Including overall brand direction, design, copywriting and strategy.

### Digital Marketing

Including strategy, SEM, Display, Remarketing, Landing pages



*"Not only did they build our brand, but they are also challenging our ways of thinking around customer acquisition and retention"*

**BOAZ SHILMOVER**

Moby President

