



MARKETING RESEARCH PROJECT

USER FEASIBILITY STUDY

Abstract

This marketing research report presents a user feasibility study conducted to guide the strategic design and content development of the new Digital Marketing By Bonita (DMBB) website. Utilizing a mixed-method research design, the study integrated qualitative insights from in-depth interviews with small-to-medium enterprise (SME) owners and quantitative data from a focused online survey.

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A User Feasibility Study for the New Digital Marketing By Bonita Website

For this semester project, a marketing research report has been prepared for Digital Marketing By Bonita. The report focuses on a user feasibility study for the company's brand-new website. The problem definition outlines the challenge of ensuring the new website's design and content effectively meet the needs of its target audience.

Project Research Framework

Identifying the Core Challenge or Market Opportunity

The primary challenge for any new website is to avoid building a platform that looks good but fails to serve its users. The core opportunity, therefore, is to conduct a user feasibility study to understand the needs, preferences, and pain points of Digital Marketing By Bonita's target audience before the website is fully developed. This ensures the website is designed for maximum user satisfaction and conversion.

Defining the Rationale for the Investigation

The information sought is crucial for making informed decisions on the website's design and content. The goal is to use primary research to determine:

- What content is most valuable to potential clients.
- What user experience features would make the website easy to use.
- What specific information would motivate a visitor to take action, such as filling out a contact form or calling the company.

This research will provide direct, user-driven data to create a strategic roadmap for the website's design.

Describing the Organizational Context

This research is being undertaken as a marketing consultant for Digital Marketing By Bonita. The report will be submitted directly to the owner, Bonita, who needs a clear, evidence-based recommendation on how to design her new website. The findings will directly inform her decisions on website layout, navigation, and content creation.

Detailing the Indicators of the Problem

The key issue is not an existing problem but a preventable one. The symptoms to address are the risks of:

- Wasting time and resources building a website without user-informed design.
- Creating a website that has a high bounce rate or low lead conversion because it doesn't resonate with the target audience.
- Failing to establish a strong first impression with potential clients due to a poorly designed user experience.

Bridging the Management Question to a Researchable Problem

- **Core Management Problem:** "How should we design our new website to effectively attract and convert clients?"
- **Marketing Research Problem:** "To assess the attitudes and preferences of the company's target audience regarding website design and content to ensure the new Digital Marketing By Bonita website meets user needs and maximizes lead generation."

Evaluating Existing Data Sources

Since the website is new and this specific research has not been conducted before, there is no existing internal data on what the target audience wants from the company's website. This confirms the need for primary research, which will collect new, specific information from the target market.

Confirming the Feasibility of the Research

This research has been determined to be entirely feasible. The necessary primary data will be gathered by:

- Conducting an online survey to collect quantitative data on user preferences.
- Performing a small number of one-on-one interviews with potential clients for qualitative insights.

This will provide all the information needed to build a robust, actionable plan for the new website.

Articulating the Research Goals

The primary objective is to deliver a comprehensive report to Bonita that provides user-informed recommendations for her new website. The goal is to outline a detailed plan for the website's design and content, based on direct feedback, that will ensure the site is optimized to generate qualified leads from day one.

Secondary Research and Competitive Analysis

This section analyzes existing research and key competitors to establish foundational best practices, identify market opportunities, and inform the specific questions for the primary user feasibility study.

1. Foundational Industry Insights

The initial secondary research confirms the strategic importance of the new website for Digital Marketing By Bonita and validates the core content requirements needed to succeed in the B2B service market.

A. SME Digital Opportunity (Paendong et al., 2023):

- **Research into small and medium enterprises (SMEs) confirms a significant market opportunity:** While 75% of SMEs use social media for marketing, website usage remains minimal. This strongly positions Digital Marketing By Bonita to establish a professional, conversion-focused website that differentiates it from less digitally mature competitors.
- **The study also identifies a critical pain point:** SMEs have limited digital knowledge. This means Bonita's website must clearly and simply communicate how her services solve this knowledge gap.

B. B2B Website Necessity (Syachfitria & Qastharin, 2024):

- A study on B2B website design confirms the project's rationale, stating a website is "essential for increasing visibility, professionalism, and competitiveness."

- **Stakeholder feedback from this research validates core content requirements:** Clear service information, portfolios, contact details, and engaging visuals must be prioritized and will be included in the primary research design.

2. Competitor Analysis: Strategic Landscape

Analyzing three distinct digital marketing agencies reveals the competitive landscape, client pain points, and best practices for lead conversion.

A. Bear Fox Marketing (The Performance Specialist)

This competitor represents the high-end, results-focused B2B agency model.

Strategic Strengths:

- **Performance Messaging:** The website is centered on ROI, measurable results, and lead generation for B2B service businesses. Bear Fox explicitly calls itself a "growth" focused agency whose core mission is to help clients grow their revenue in the most profitable way possible.
- **Target Industries:** Bear Fox demonstrates depth across key B2B sectors, serving clients in Home Service, Construction, Manufacturing, Financial Services, and Real Estate.
- **Service Packaging:** Uses simplified, tiered packages with clear names (e.g., Kickstarter, Ignition) to make the buying process simple. The agency uses a comprehensive suite of services, including SEO, AI Search Optimization, Paid Search (PPC), and Web Design & Development.
- **Trust Building:** Features a "Book a Free Strategy Call" Call-to-Action (CTA) and backs claims with quantitative results (e.g., revenue generated).

Key Client Pain Point (Opportunity for Bonita):

A significant client pain point was exposed in a negative review: one client, after spending \$10,000, criticized the selection of an "awful platform" and "low level elementary" language for their website (Carter, 2022). This reveals a critical market fear: paying a premium for a technically poor and unprofessional website.

B. Kelly Bateson Media (The Heart-Centered Consultant)

This competitor targets a specific, niche B2C/purpose-driven market using personal branding.

Strategic Strengths:

- **Niche Positioning:** Successfully targets "heart-centered and purpose-driven businesses" and is deeply focused on experts, authors, and course creators (e.g., the Renee Bauer case study).
- **Performance Metrics:** Unlike Competitor A, who focuses on ROI and revenue, Kelly Bateson Media highlights massive social media growth as its primary deliverable. For one client transitioning into the course creation realm, results included growth from 487 to over 33,500 Instagram followers and 0 to 1,700 Facebook followers within six months.
- **Value Over Scale:** Promises the "service quality of a freelancer, but product quality of a large marketing firm," appealing to clients who fear losing a personal connection in a big agency.
- **High-Touch Service:** Reviews praise the owner's "big heart and love for life" and ability to "overdeliver," confirming that relationship-building is a powerful differentiator. The team is also praised for quickly understanding the client's "mission and voice".

C. Stoney Creek Social Media (The Values-Driven Partner)

This competitor successfully merges performance with personal values, appealing to clients seeking both results and reliability.

Strategic Strengths:

- **Values-Driven Brand:** The brand is built on the mantra "BE KIND. BE HONEST. BE SOCIAL." and explicitly lists core values, creating a high-trust environment.
- **Hybrid Success:** Reviews confirm their ability to deliver tangible, measurable results (e.g., increasing event attendance, driving immediate growth) while maintaining a high-touch, collaborative relationship ("extension of your marketing team").
 - **Verified Results:** Their testimonials create a comprehensive argument by demonstrating success across three key client concerns: tangible results (e.g., 60% increase in likes in one month), exceptional service (highlighting "support" and client journey), and superior value (claiming more effective than "any other advertising").
- **Informal CTA:** Uses the highly personalized CTA "Let's Get Coffee!", reinforcing their commitment to starting with a relationship.

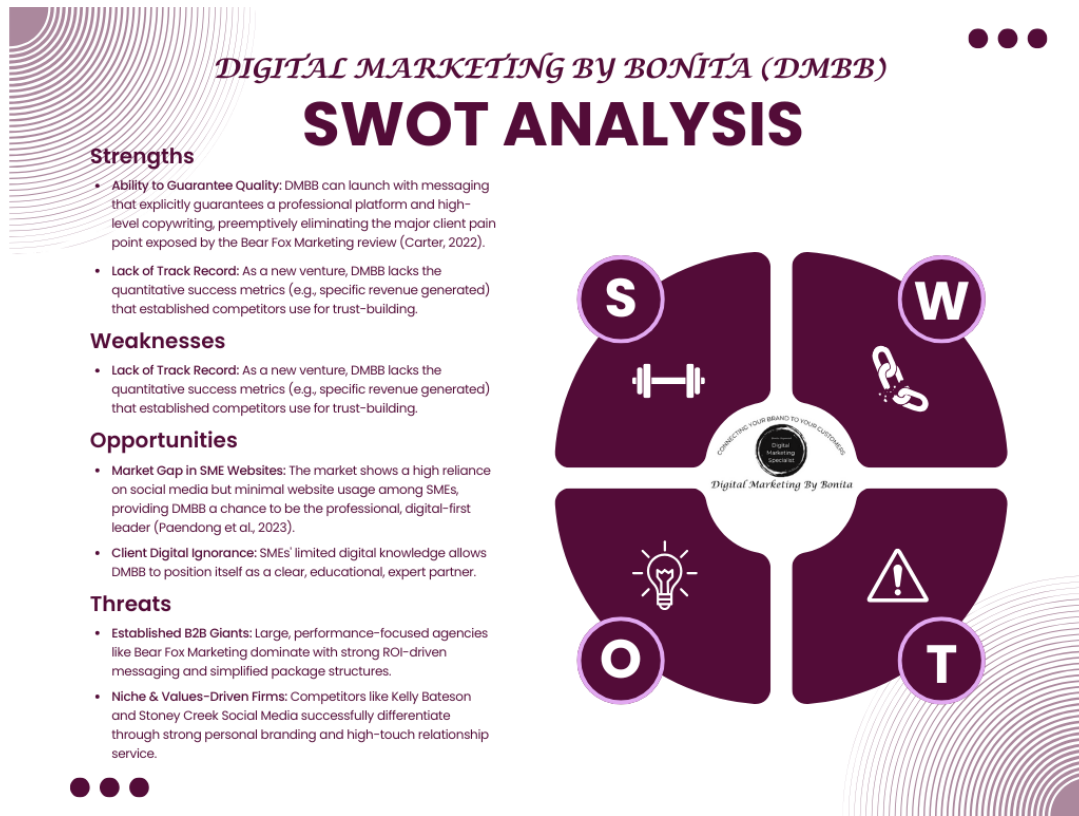
3. Implications for Digital Marketing By Bonita

The secondary research identifies a clear market opportunity for Digital Marketing By Bonita: to adopt a Hybrid Model of Analytical Compassion.

Area of Insight: Strategic Implication for Bonita's Website

- **Messaging & Focus:** Must adopt the performance-first language (ROI, lead generation) of Competitor A, but pair it with the integrity and professionalism emphasized by Competitors B and C.
- **Website Quality Guarantee:** The website must preemptively guarantee two things to alleviate the pain point raised by Competitor A's negative review:
 - **Platform Transparency:** Explicitly stating the use of robust, professional platforms.
 - **Professional Copywriting:** Guaranteeing conversion-focused, high-level content.
- **Service Structure:** Bonita should adopt the package-based service model used by Competitor A to simplify the complex buying process for clients.
- **Lead Capture (CTA):** The primary CTA should be a professional, low-friction offer like "Book Your Free Strategy Session" to balance the performance focus with a personalized approach.
- **Primary Research Direction:** The primary research must be designed to validate the importance of website platform transparency, content quality guarantees, and preferred service package structures with the target audience.

Digital Marketing By Bonita SWOT Analysis



Strengths

- **Ability to Guarantee Quality:** DMBB can launch with messaging that explicitly guarantees a professional platform and high-level copywriting, preemptively eliminating the major client pain point exposed by the Bear Fox Marketing review (Carter, 2022).

Weaknesses

- **Lack of Track Record:** As a new venture, DMBB lacks the quantitative success metrics (e.g., specific revenue generated) that established competitors use for trust-building.

Opportunities

- **Market Gap in SME Websites:** The market shows a high reliance on social media but minimal website usage among SMEs, providing DMBB a chance to be the professional, digital-first leader (Paendong et al., 2023).
- **Client Digital Ignorance:** SMEs' limited digital knowledge allows DMBB to position itself as a clear, educational, expert partner.

Threats

- **Established B2B Giants:** Large, performance-focused agencies like Bear Fox Marketing dominate with strong ROI-driven messaging and simplified package structures.
- **Niche & Values-Driven Firms:** Competitors like Kelly Bateson and Stoney Creek Social Media successfully differentiate through strong personal branding and high-touch relationship service.

Determining The Primary Research Method

To effectively address the Marketing Research Problem, assessing the target audience's attitudes and preferences regarding website design and content, a Mixed-Method Research Design has been chosen. This approach combines quantitative data (surveying) to measure what is preferred, with qualitative data (interviews) to understand why those preferences exist.

The research will consist of:

1. **Five In-Person Depth Interviews:** To gather rich, qualitative insights into the B2B decision-making process, pain points, and trust signals.

2. **A Quantitative Online Survey:** To gather preference data from a larger pool of potential clients.

1. Qualitative Method: In-Person Depth Interviews

The researcher has chosen to conduct five (5) In-Person Depth Interviews as a replacement for the traditional focus group. This decision is based on the specific nature of the B2B target audience (SME owners and marketing managers).

Rationale for Choosing Depth Interviews:

Depth interviews are the superior method for this project because:

- It is inherently difficult to coordinate 6 to 12 busy B2B executives for a single focus group session. Conducting five separate one-on-one sessions is logistically more feasible and respects the participants' time.
- The research goals require participants to discuss sensitive topics, such as their specific marketing pain points, past negative experiences with other agencies (like the platform quality issue exposed in the secondary research), and budgetary decision factors. Participants are much more likely to be candid and detailed about these subjects in a private, one-on-one setting than in a group environment where confidentiality and conformity are concerns.
- Meeting in person allows the researcher to establish a stronger, more personal rapport, which is essential for yielding high-quality, actionable insights, particularly for a high-touch service like digital marketing.

Plan for In-Person Depth Interviews

- **What:** Conduct five (5) semi-structured, one-on-one interviews, each lasting approximately 45 minutes to one hour.
- **Participants:** Recruit five (5) participants who are owners, founders, or marketing directors of small to medium-sized enterprises (SMEs) and are involved in the decision-making process for hiring digital marketing services.
- **How:** The interviews will be conducted in-person. A quiet, professional meeting location convenient for the participant will be arranged. Recording (audio and/or video with explicit consent) is the primary method; however, if a participant declines, thorough manual notes will be taken during the session, followed immediately by a detailed post-session summary to ensure accurate documentation and analysis for the report.
- **When:** All five interviews are planned to be conducted over a dedicated two-week window to maintain fresh and focused research data.

2. Quantitative Method: Online Survey

An Online Survey has been selected as the quantitative method to efficiently gather measurable preference data from a larger group of the target audience.

Plan for Online Survey Implementation

- **Sample Size:** The aim is to reach 50 survey participants. This initial estimate provides a strong foundation for measuring preferences related to content, UX, and conversion features.
- **Where:** The survey will be conducted online using the Qualtrics platform, which is required for the project and provides professional data collection tools.
- **When:** The survey will be launched for a two-week period (coinciding with the interview window) to allow for sufficient distribution time and maximize responses from a professional audience.
- **How:** The survey will be distributed online via a dedicated email campaign and shared on professional networking platforms (LinkedIn). Outreach will specifically target SME owners and managers to ensure participants match the target population.

Primary Research Instruments (Discussion Guide & Survey Questions)

The following instruments are designed to gather primary data that directly validates the strategic implications (Hybrid Model, Quality Guarantee, Service Structure) derived from the Secondary Research. They are separated into open-ended (qualitative) and close-ended (quantitative) questions to serve their respective research purposes.

1. Qualitative Instrument: In-Person Depth Interview Discussion Guide (Open-Ended)

The following questions are designed to be conversational, one-dimensional, and open-ended to elicit detailed opinions, feelings, and experiences from the B2B decision-makers.

- **Introduction & Warm-up (5 min)**
 - **Q1). Current Role:** Could you describe your current role and your involvement in marketing decisions for your business?
 - **Q2). Marketing Activity:** What marketing activities or challenges are currently occupying most of your time?
- **Past Agency Experience and Trust Signals (15 min)**
 - **Q3). Website Goals:** When you consider using a digital marketing agency, what is the single biggest goal you're trying to achieve right now (e.g., more leads, higher revenue, better brand image)?
 - **Q4). Trust Signals (Performance):** When assessing an agency's website for the first time, what specific pieces of evidence make you trust their ability to deliver a strong Return on Investment (ROI)?
 - **Q5). Pain Point Probe (Quality Guarantee):** Think back to a time when you were disappointed by a marketing vendor or agency. What was the core reason for that disappointment?
 - **Q6). Technology Transparency:** Based on your past experiences, how much does an agency's choice of underlying technology platform (like their CRM or web builder) influence your decision to hire them?
 - **Q7). Content Quality:** How important is it that the agency provides a guarantee or evidence of professional, high-level copywriting and content creation?

- **Service Structure and Relational Value (15 min)**
 - **Q8). Service Structure:** When reviewing service options, do you prefer a customizable menu of individual services or simplified, tiered packages (e.g., Bronze, Silver, Gold)? Why?
 - **Q9). Relationship Value:** Some agencies emphasize high-touch, personal relationships, while others focus purely on scale and raw performance. Which approach, if seen on a website, is more compelling to you and why?
 - **Q10). Essential Website Content:** If you could only see three sections on an agency's website before deciding to contact them, what would those three sections be?

- **Conversion & Insurance (10 min)**
 - **Q11). Call to Action (CTA):** When you're ready to contact an agency, what kind of initial offer or call-to-action (CTA) makes you feel most comfortable taking that first step?
 - **Q12). Final Impression:** If Bonita's new website launched tomorrow, what is the one thing it absolutely must do to impress you and make you take action?
 - **Q13). Insurance Question:** We've covered a lot about websites, trust, and service. Is there anything at all about hiring a digital marketing agency that we missed, or any final advice you'd give to Bonita as she builds this new website?

2. Quantitative Instrument: [Online Survey Questions](#) (Close-Ended)

The following questions utilize Likert scales and Multiple Choice formats for easy data tabulation and analysis to generate statistics that meet the primary objectives of marketing information being sought.

- **Demographics & Decision-Making**

- **Q1). Primary Role:** What is your primary role in the company? (Multiple Choice: Owner/Founder, Marketing Director/Manager, Other)
- **Q2). Decision Involvement:** How involved are you in the decision to hire external marketing services? (Likert Scale: 1=Not at all, 5=Sole Decision Maker)

- **Content & Trust Signals (Validation of Strategic Messaging)**

- **Q3). Performance Focus:** How important is it that a digital marketing website explicitly focuses its messaging on Return on Investment (ROI) and lead generation? (Likert Scale: 1=Not Important to 5=Extremely Important)
- **Q4). Platform Transparency:** To what extent does knowing an agency uses professional, robust website platforms establish trust? (Likert Scale: 1=Does not establish trust to 5=Strongly establishes trust)
- **Q5). Copywriting Assurance:** How important is it that the website guarantees its services include professional, conversion-focused copywriting? (Likert Scale: 1=Not Important to 5=Extremely Important)
- **Q6). Primary Trust Signal:** Which of the following is the single most important trust signal you look for when vetting a new agency? (Select One):
 - **A.** Explicit focus on quantifiable results (ROI, lead metrics, revenue generation).
 - **B.** Clear highlight of the owner's personal values, mission, and commitment to partnership.

- **Q7). Valued Content:** Please rank the following content types based on how valuable they are to you when vetting an agency (1=Most Valuable, 4=Least Valuable):
 - Detailed Case Studies demonstrating results.
 - Clear Pricing or Service Packages.
 - Detailed Team Bios and values.
 - Thought Leadership/Blog Posts.
- **User Experience (UX) & Conversion Preferences**
 - **Q8). Service Structure:** How much easier does a package-based structure (e.g., Bronze, Silver, Gold) make the decision process compared to a long list of individual services? (Likert Scale: 1=Much Harder to 5=Much Easier)
 - **Q9). Professional Design:** How important is a sleek, modern, and professional website design to establishing an agency's credibility? (Likert Scale: 1=Not Important to 5=Extremely Important)
 - **Q10). Preferred CTA:** Which of the following Calls-to-Action (CTAs) would you be most likely to click on an agency's homepage? (Select One):
 - a) Book Your Free Strategy Session
 - b) Request a Custom Quote
 - c) See Our Results/Portfolio
 - d) Contact Us Now

[Here is the link to my Qualtrics Survey questions.](#)

Executive Summary: What It Takes to Win

This report is Digital Marketing By Bonita's strategic roadmap, breaking down exactly what its future clients, mostly business owners and high-stakes decision-makers, require before engaging the agency. The analysis is based on hard data from the User Feasibility Study online survey and detailed in-depth interviews with successful entrepreneurs.

The market mandate is clear, Digital Marketing By Bonita must position itself as both a proven performer and a high-trust partner. The goal is to move beyond selling individual services and establish the agency as a smart, safe investment that guarantees growth.

Here are the key demands identified by the research:

- **ROI is Non-Negotiable:** A massive 80% of respondents rated explicit focus on Return on Investment (ROI) and lead generation as "Very" or "Extremely important". The agency must lead with metric-based results.
- **The 50/50 Trust Split:** Clients establish trust equally with quantifiable results (50% of votes) and the owner's personal values/commitment to partnership (50% of votes). The agency needs to project both performance and personality.
- **Quality is the Calling Card:** Credibility instantly disappears if the agency's website looks cheap. 90% of respondents demand a "Very" or "Extremely important" professional design. Plus, 80% agree that robust platform usage strongly establishes trust.
- **Clients Hate Complexity:** 75% of prospects find packages (Bronze, Silver, Gold) easier to navigate than long lists of individual services. And the best way to prompt contact is by offering a free, high-value "Strategy Session" (45% of votes).

Top Five Action Items

- **Lead with the Dual Trust Mandate:** Digital Marketing By Bonita must combine its explicit ROI focus (Q3) with the owner's commitment to partnership (Q6) in all primary messaging. This is its unique differentiator.
- **Mandate Superior Design:** The Digital Marketing By Bonita website must be flawlessly professional (Q9) and showcase robust technical capabilities (Q4) to instantly validate its expertise.
- **Offer Streamlined Packages:** The agency must simplify the decision process immediately by offering clear, outcome-based service tiers (Q8).
- **Drive the Consultative CTA:** The agency must make the "Book Your Free Strategy Session" the dominant Call-to-Action (Q10), offering strategic value before asking for money.
- **Build Amazing Case Studies:** Detailed, results-driven Case Studies are the single most valuable content asset (Q7). They must feature numerical proof and narrative trust.

Market Dynamics: Who the Messaging Must Target

The agency is selling to high-level executives who view hiring a digital marketing firm as a strategic, high-stakes investment. Communication must consistently meet this executive standard.

The Principal-Level Audience

The core audience is composed of business leaders whose focus is the bottom line. This requires the agency to prioritize Profit & Loss (P&L) impact and risk mitigation.

- **Primary Roles (Out of 20 Responses) :**
 - Owner/Founder: 12
 - Marketing Director/Manager: 2
 - Other (Sales, Blogger, etc.): 6

- **Decision Involvement (Out of 20 Responses) :**
 - Sole Decision Maker: 2
 - Highly Involved (Major influence): 3
 - Moderately Involved (Equal voice): 3
 - Slightly/Not Involved: 12

Because the Owner/Founder segment dominates (60%), the agency's messaging must prioritize justifying capital allocation and anticipating intensive scrutiny from highly involved buyers.

Qualitative Insights: What Entrepreneurs Demand

Interviews with four successful entrepreneurs and one confirm and refine the quantitative mandates, providing actionable requirements for the agency's website and service model.

- **Performance Proof, Accountability, and Pricing**
 - **ROI Must Be Verifiable:** Clients define success as verifiable bookings, selling out venues, or more revenue and exposure. Case Studies must prove verifiability (Joe Flip, Pieter Van Wyk).
 - **No Half-Assed Work:** The core disappointment for clients is the failure to deliver on time and doing "No half-assed" work (Shirley Smith). The agency must deliver exactly what was promised.

- **Know Your Worth:** Daina De Prez strongly advises the agency to "not be afraid to ask for money" and "know what you're worth" to avoid being seen as cheap or low-quality. The pricing strategy must reflect professional value.
- **Relationship, Service Structure, and Flexibility**
 - **Relationship First:** The Personal Relationship approach is highly valued, as clients need a service provider that cares about their success and offers customization.
 - **Timeliness is Trust:** The biggest pain point is slow response time (Daina De Prez). The agency must guarantee a timely fashion for replies and maintain a long-term partnership commitment (longevity).
 - **Customization is Key:** While packages are generally preferred (75%), the system must allow for customizable packages/à la carte flexibility (Bambi Alexandra, Shirley Smith).
- **Credibility and Technical Must-Haves**
 - **Design is Non-Negotiable:** The website must be the "coolest website" and "so slick" that clients immediately want its features replicated (Daina De Prez). It must be fast-loading, professional, and easy to navigate.
 - **Domestic Hosting:** A critical trust signal, especially for solo entrepreneurs like Bambi Alexandra, is guaranteeing domestic hosting (US-based) to ensure data control.
 - **Free Value:** Trust is built by offering free educational content (videos, guides) to capture leads for the agency's automated email workflows (Joe Flip, Pieter Van Wyk).

- **Essential Website Sections:** Before contacting the agency, clients require all pricing to be upfront and demand these three core sections:
 - Contact Information (Homepage/Dedicated page).
 - Mission Statement/Commitment ("Why we're here").
 - Services/Packages (with pricing).

Strategic Messaging: Reconciling Performance and Partnership

The agency's primary strategic goal is balancing metric-driven performance with a commitment to partnership.

- **The Performance Mandate (Q3 Analysis)**

The demand for explicit results is overwhelming. The messaging must immediately address profitability and growth.

- **Client Rating on ROI Focus (Out of 20 Responses) :**
 - Very important: 13
 - Extremely important: 3
 - Moderately important: 3
 - Slightly important: 1

- **The Dual Pillars of Trust (Q6 Deep Dive)**

The ultimate decision-making point is equally split between competence and character.

- **Trust Signal Split (Out of 20 Responses) :**
 - Explicit focus on quantifiable results (ROI, lead metrics, revenue generation): 10

- Clear highlight of the owner's personal values, mission, and commitment to partnership: 10

The agency's core messaging must demonstrate how its values, like integrity, translate into predictable financial outcomes for the client.

Credibility Architecture: Design and Execution

The agency's ability to execute must be flawless, confirming its value.

- **Visual Professionalism (Q9) is Mandatory:**
 - Extremely important: 9
 - Very important: 8
 - Moderately important: 3
- **Technical Trust (Q4) is Key:** Knowing the agency uses robust platforms establishes confidence in scalability and reliability.
 - Strongly establishes trust: 8
 - Highly establishes trust: 8
 - Moderately establishes trust: 4
- **Copywriting Assurance (Q5) Reduces Client Risk:** Clients need assurance that the agency's services include expertise that converts traffic into leads.
 - Extremely important: 5
 - Very important: 7
 - Moderately important: 6
 - Slightly important: 2

Conversion Content Strategy and Service Structuring

Streamline choices and prioritize proof that validates investment.

- **The Strong Preference for Packages (Q8)**

Tiered packages ease the executive decision-making process (75% preference).

- Client Preference for Package-Based Structure (Out of 20 Responses) :
 - Much Easier: 11
 - Slightly Easier: 4
 - Neither Harder nor Easier: 2
 - Slightly Harder: 3

- **The Value of Case Studies (Q7)**

Detailed Case Studies are the most valuable asset for vetting, combining numerical data with partnership narratives.

- Ranking of Content Value (Rank 1 being highest) :
 - Rank 1 (Most Valuable): 7
 - Rank 2: 7
 - Rank 3: 4
 - Rank 4 (Least Valuable): 2

The Conversion Funnel: Optimizing CTAs

The goal is to transition the high-level prospect into a strategic discussion immediately.

- CTA Preference Analysis (Out of 20 Responses) :
 - **Book Your Free Strategy Session:** 9 (45%) – Primary Lead Generator
 - **See Our Results/Portfolio:** 6 (30%) – Mid-Funnel Vetting
 - **Contact Us Now:** 3 (15%) – Generic Inquiry (Deprioritized)
 - **Request a Custom Quote:** 2 (10%) – Price Shopping Barrier (Strongly Avoided)

The agency must emphasize the strategic value of the "Strategy Session" and utilize an easy-to-schedule calendar option to remove friction.

Final Roadmap for Digital Marketing By Bonita

- **Integrated Strategic Roadmap**

Success for Digital Marketing By Bonita hinges on executing a Structured, Consultative Performance Model.

- **Messaging:** The agency must fuse the ROI focus with owner values and prove its professional worth through pricing.
- **Trust:** Prioritize responsiveness, guarantee domestic hosting (US-based), and prove verifiable results (case studies/client reviews).
- **Execution:** Maintain superior design (Q9), offer customizable tiered packages (Q8), and deliver all work on time ("No half-assed" work).
- **Conversion:** Drive traffic to free educational resources to capture leads for automated email workflows, and close the loop with a high-value "Strategy Session" CTA (Q10).

- **Next Steps for Project Development**

- **Develop Site Map and Content:** The site must be slick and fast. Mandate the following sections: Homepage (visually professional, full contact details), Services/Packages (with mandatory pricing), Case Studies (verifiable), Mission/Commitment Statement, and FAQ.
- **Define Package Tiers and Pricing:** Create clear, value-driven tiers that can be customized (à la carte flexibility). Pricing must be transparent (displayed upfront) and reflect professional worth.
- **Create Case Study Templates:** Ensure every case study mandates the inclusion of quantitative ROI metrics and confirms its verifiability by the prospect.
- **Refine Core Messaging and Tech Plan:** The content strategy must include video presentations and free educational resources to build credibility and drive leads into the email nurture funnel. The technical plan must confirm domestic (American) server/hosting and include chat/personal messaging functionality for initial contact.

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