

Client Requirement



About the client

Shellye Archambeau, one of Silicon Valley's first Black female CEOs, transformed MetricStream into a global leader in governance software. A former IBM executive and public company CMO, she now serves on multiple Fortune 500 boards. Her book, *Unapologetically Ambitious*, was named a top business read by Fortune in 2020. Find it at shellye.com



Client's needs

Our client sought a comprehensive digital marketing strategy to enhance their online presence and engagement. Their primary needs included:



Website Designing



Content Writing



Social Media Marketing



SEO Optimization



Book Launch Promotion



Webinars



Community Creation

Solution Provided

Keeping the client's needs in mind, we created a composite services package tailor made to address Shellye's specific needs. Our Venture Assistance services packages use our AI-driven, expert in the loop approach to craft solutions to achieve the outcomes our clients desire. The detailed solutions we provided are included below:



Website Designing:

A visually appealing, user-friendly, and responsive website to establish brand credibility and improve customer experience.



Content Writing:

High-quality, engaging, and SEO-optimized content tailored to their audience to boost brand authority.



Social Media Marketing:

An effective strategy for content scheduling, posting, and audience engagement to strengthen their digital footprint.



SEO Optimization:

Enhanced search engine visibility through keyword research, optimization techniques, and increased organic traffic.



Book Launch Promotion:

Strategic marketing efforts to successfully promote and amplify the launch of their book.



Webinars:

Engaging virtual events to connect with the audience, share expertise, and drive community engagement.



Community Creation:

A supportive and interactive online space to foster networking and meaningful connections.

Outcomes

**126,400
Website
Impressions**

The website attracted over 126,000 impressions, significantly increasing brand visibility and audience reach.

**40,000+
People
Connected**

Built a strong and engaged community with over 40,000 individuals connected across platforms and channels.

**900%
Growth in
Organic
Traffic**

Achieved a dramatic 900% increase in organic website traffic, indicating strong SEO performance and improved content discoverability.

**60,000+
Book
Copies Sold**

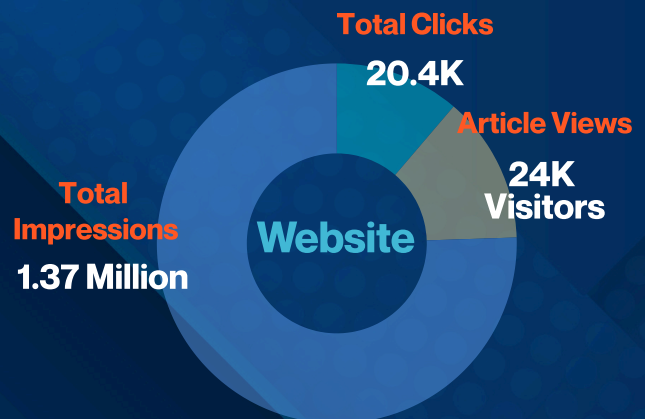
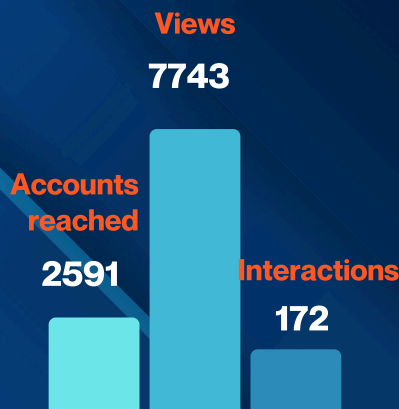
Successfully sold over 60,000 copies of the book, reflecting widespread reader interest and impactful content.

**300+
Speaking
Engagements**

Featured as a speaker at more than 300 events, sharing expertise and insights with diverse audiences around the globe.

Performance

Social Media



**900%
Organic
Growth**

**40K+
New connections
built**

**60K+
Books
sold**

**300+
Speaking
events secured**