

# How we helped an overseas marketing agency grow from **\$1M to \$1.5M** with an investment of just **\$300K**

One of the key challenges affecting most companies is finding the right way to grow their businesses effectively. Growing revenue with minimum investments opens up greater opportunities for expansion and suggests long-term growth.

An international digital marketing company offering 360° digital marketing services was facing difficulties in achieving business growth. While they were getting clients but it was getting difficult for them to ramp up fast. They wanted to expand their service capabilities, but investing in resources meant an increased risk of capital expenditure without having any clients on-board. So they approached us to be their extended service partners and help them plan their growth framework for the coming year.



## Planning & Approach

In order for the marketing agency to grow, we needed to provide them with the necessary support throughout the year so that they could focus on their core business operations. Our growth plan for the client included comprehensive service support in key areas of marketing to meet their increasing resource requirements.

So by partnering with us the client could focus on business areas like client acquisitions and sales while we extended our support through our specialised services in E-com, paid media, web development, Analytics & CRM support, etc. This helped the client start their expansion journey and through which they would be able to grow in a lean way.



## Execution

While our client took care of their in-house services with content, creative and client management, we provided support in our areas of expertise in PPC campaign setup, the adaptation of creatives and execution of campaigns.

Through our partnership, the client had better visibility of work with daily progress tracking. Our agile processes are built to provide a faster turn-around time so that we can incorporate quality feedbacks and on-the-go optimizations.

Since our operation times were different the client was able to send us their requirements by day and get the output by night. This saved their time by eliminating an extra day in between sending requirements and receiving the output the next day. Through our extensive Growth Marketing and Analytics tools, the technological prowess of the client also increased.



## Benefits & Results

Our extended support helped the client bring down their time-to-hire and go-to-market time from 4 months to 1 month. Their capital investment cost, which included hiring new teams, expand resources and infrastructure, could have cost them up to 1M. But with our extended partnership, we helped them save this investment cost over this period of time.

As a result of our services, the client was able to increase their overall profits by **20% to 30%** and not just their top-line. Throughout this year-long partnership, the client could also achieve a lean growth with **200%** scaling with minimum investment.

With an industry-leading experience of more than 13 years in Growth Marketing, a dedicated team of over **150 growth experts** and comprehensive technology and analytics capabilities,

**AMURA IS THE PERFECT OFF-SHORE PARTNER FOR AGENCIES THAT ARE LOOKING TO GROW IN A LEANER WAY.**



**Reach Out to Us:**

If you're looking to grow your business with us, contact us at :  
[vikramkotnis@amuratech.com](mailto:vikramkotnis@amuratech.com)