

# Digital Strategy for Centralized Management Solution Company

## PROJECT DETAILS

Content Writing Services, Digital Strategy, Search Engine Optimization, Social Media Marketing, Web Design, Web Development

 May. 2023 - Ongoing

 Less than \$10,000



*"Any potential delay or issue has been flagged at the earliest possible time."*

## PROJECT SUMMARY

Methologik provides digital strategy services for a centralized management solution company. They have optimized and redeveloped the existing web presence and provided SMM services.

## PROJECT FEEDBACK

Methologik's efforts have increased website traffic and online visibility, meeting all expectations. Their approach, characterized by open communication and responsiveness, fosters a positive working relationship. Their technical expertise and customer service skills are hallmarks of their work.

## The Client

Please describe your company and position.

I am the CEO of BitTruster

Describe what your company does in a single sentence.

We provide a centralised management solution for MS BitLocker encryption.

## The Challenge

What specific goals or objectives did you hire Methologik to accomplish?

- Website refresh and optimisation
- Social media marketing



**Chris Saven**  
CEO, BitTruster



Information technology



Frankfurt am Main,  
Germany

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

## The Approach

How did you find Methologik?

Referral

Why did you select Methologik over others?

- Pricing fit our budget
- Great culture fit
- Good value for cost
- Referred to me
- Company values aligned
- C-level compatibility

Describe the scope of work in detail. Please include a summary of key deliverables.

We hired Methologik on an provisional ongoing basis with three specific objectives

- optimise and partially redevelop existing web presence to improve web search visibility
- provide ongoing SMM to improve multi-channel awareness
- co-create launch campaign for new solution

## The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

All three objectives are still ongoing but both web optimisation and SMM show measurably increased traffic/ visibility with upward trends in both cases. Third objective is still in development stages

Describe their project management. Did they deliver items on time? How did they respond to your needs?

All communication around deliverables has been exemplary, with clear setting of time expectations that have been consistently met. Any potential delay or issue has been flagged at the earliest

possible time. Very much pleased with how our needs and requirements have been discussed, clarified and met.

### What was your primary form of communication with Methologik?

- Virtual Meeting
- Email or Messaging App

### What did you find most impressive or unique about this company?

I find Methologik very easy to deal with, very responsive and always ready to explain and clarify specific questions along the way. Also our strong direct C-level engagement has been matched on Methologik side, which has expedited matters further. Overall a pleasure to collaborate with.

### Are there any areas for improvement or something Methologik could have done differently?

Any close collaboration especially dealing with a very niche offering such as ours comes with a necessary learning curve in terms of content but I have been impressed with how quickly Methologik have adapted both in terms of technical specifics and general style.