

TURNkey IT

Background

TURNkey IT provides exceptional technology solutions for small to mid-sized businesses. In 2020, the 25-year-old company added a new consulting team to further expand upon IT services to help clients grow their businesses, achieve higher levels of profitability and build digital marketing efficiencies.

Objective

The objective was to promote TURNkey's new services to existing customers as well as acquire new clientele. Target audience consists of business owners who are typically male and earn over \$150K.

Strategy

A branding campaign was developed to inform and entice the target market by delivering concise messaging around IT, consulting, and digital marketing services for small businesses. Digital out of home units were selected to rotate throughout Chicago and were paired with a proximity targeted mobile campaign.

Plan Details

Market: Chicago, IL

Flight Dates: January 2020 - December, 2020

OOH Formats: Digital Bulletins rotating every quarter

Target Audience: Male Business Owners earning \$150K+

Total Impressions: Six million adult males HHI \$150+

Budget: \$10,000 and over

Results

TURNkey saw a 2.65x return on investment by gaining new customers, as well as increased business from existing clients. The consistent market presence also converted customers that initially declined TURNkey services.

