



Intuit QuickBooks Case Study Craft Demo

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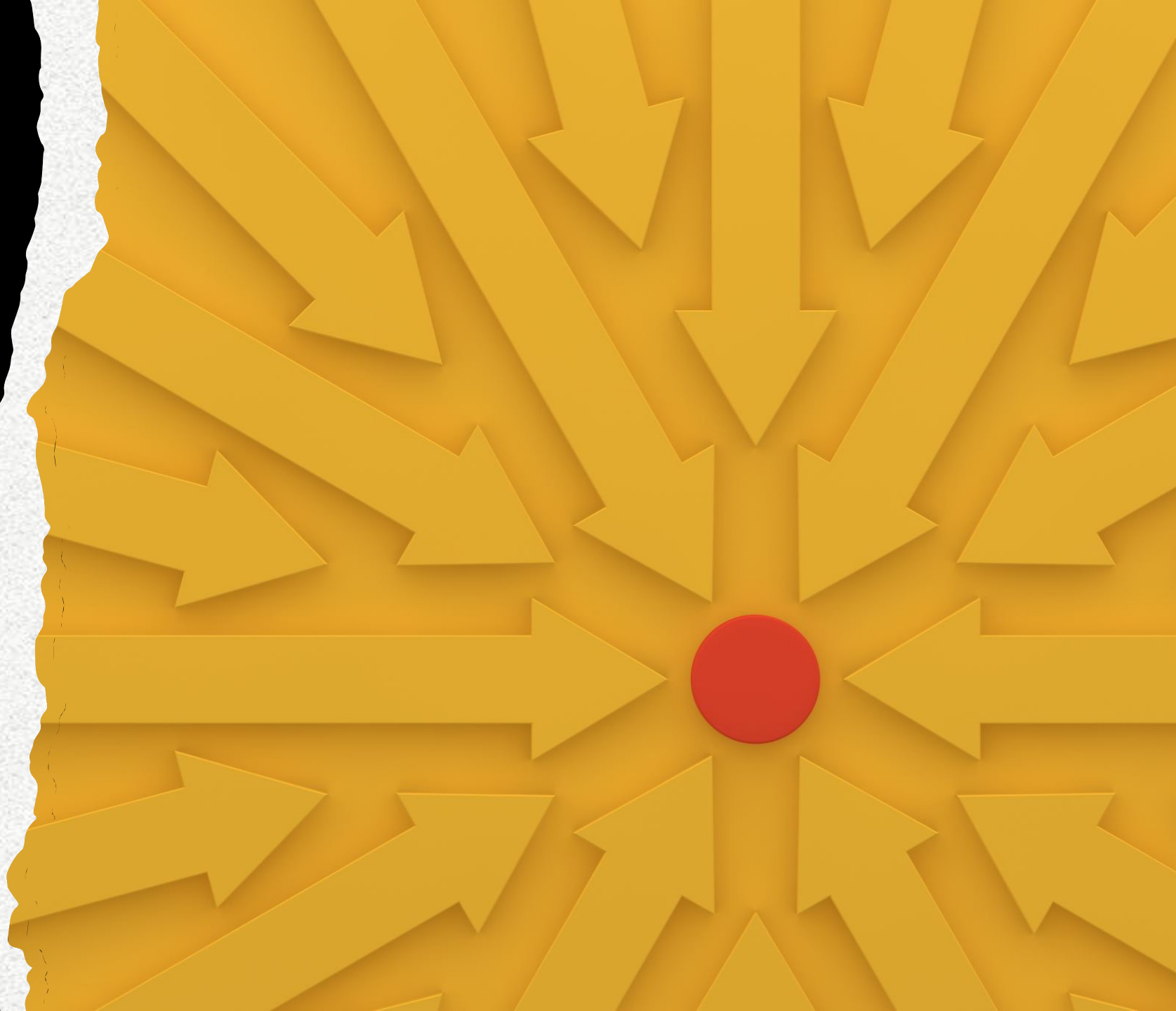
CASE STUDY SCENARIO

The QuickBooks ecosystem is a broad suite of tools & products that help small businesses and the self-employed run their business. Throughout the year, QuickBooks strategically focuses on specific products based on the season.

QuickBooks is launching a top priority seasonal product campaign that requires the highest level of visibility. How would you approach a strategic launch plan across the website to influence consideration and conversion in support of this campaign?

What process would you follow to arrive at the correct web campaign experience for the product? What challenges do you anticipate along the way and how would you address them? How would you measure the impact of the campaign?

**Marketing is all
about connections.
Connect the right
message with
your target
audience, connect
your solution with
their pain point,
and connect your
business goals
with the desired
results.**





Making Consistency Key

Being consistent in branding creates brand credibility and recognition. This action enables you to reinforce the brand and build awareness, which will lead to customer satisfaction.

Optimize Website

The website will be future clients' and followers' first stop before purchasing or seeing what one offers. If the website isn't functional or has a clear and consistent message, chances are they won't do business with you. It is this reason why web design and optimization are essential.

Generating Quality Content

Content is king. The quality produced and distributed has to be of high ranking. Great engaging and relatable content is what people are looking for and the best way to gain visibility.

WEB PRODUCT LAUNCH PLAN

STEP 1: EXPLORATION

TARGET MARKET

Identify the buyer persona and journey the product is targeting

RESEARCH

Conduct proper product research and collect content

TIMELINE

Create a timeline for the product launch plan

MEASURE

Identify KPIs and other measurables

STEP 2: EXECUTION



Landing page



Lead generation campaign



CTAs

STEP 3: EXPANSION



**Cross Promotion
Opportunities**



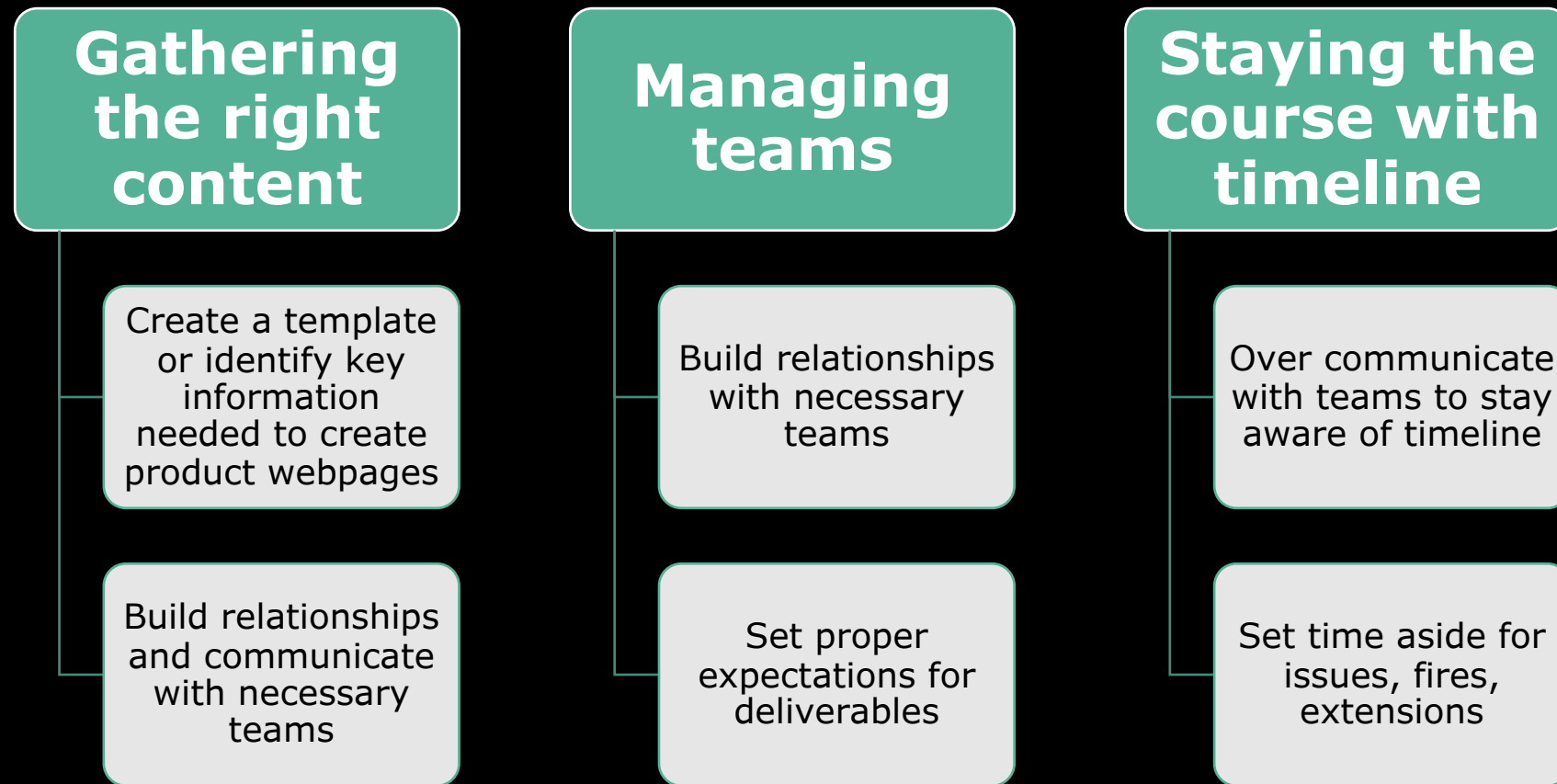
**Analyze
Webpage**



**A/B
Test**



CHALLENGES



MEASURABLES



KPIs

Traffic by source

Page visitors

Unique visitors

Bounce rate

Top landing pages



MQLs

Signup/leads

Sales

Visit to sign-up rate

Sign-up to paid rate

Goals and event completion

THANK YOU