




# Advertising & Marketing for Business Coaching Agency

## PROJECT DETAILS

 Advertising & Marketing

 May. 2021 - Ongoing

 \$10,000 to \$49,999

 *"Their commitment, patience, knowledge, and willingness to guide us are outstanding."*

## PROJECT SUMMARY

Rosh Digital manages the Google ad campaigns of a business coaching agency. After reviewing their business and the market, the team has begun working on the project.

## PROJECT FEEDBACK

Since Rosh Digital has joined the project, the client's costs have decreased by 50%, and valuable leads have increased by 30%. The team has been giving full support for the client's needs, answering all questions with relevant insights.



## The Client


Please describe your company and your position there.


TriEnglish specializes in coaching business people and senior executives in English for business purposes.


## The Challenge

For what projects/services did your company hire Rosh Digital?

We were looking to make the most of our Google Ads campaigns.

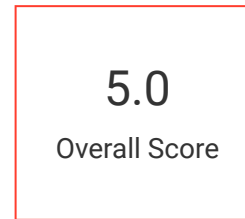
 **Yifat Mann**  
General Manager, TriEnglish

 **Business Services**

 **11-50 Employees**

 **Tel Aviv, Israel**

### CLIENT RATING



Quality: 4.5

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

### How did you select this vendor?

We came across this vendor by chance but have not let go ever since!

### Describe the scope of their work in detail.

Rosh Digital reviewed our business and then screened similar businesses from abroad. After a thorough examination of our market, we held a kick-off meeting and they started managing our paid Google campaigns. They hold a few meetings with us every month, where they provide us with valuable updates while they keep saving us money and time.

### What was the team composition?

As the general manager of TriEnglish, I have been working closely with Roy, the head of Rosh Digital.

## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

A dramatic decrease in costs (by 50%) and a great increase in valuable leads (by about 30%).

### How effective was the workflow between your team and theirs?

They have been giving us time and attention as though we are their only client, answering related and less-related questions, providing us with invaluable insights and being both professional and pleasant at all times.





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

Their commitment, patience, knowledge, and willingness to guide us are outstanding. We've had bad experiences in the past so we know to appreciate a wonderful vendor when we meet one - and Rosh Digital is a wonderful vendor indeed!

## Is there any area for improvement or anything that could have been done differently?

No, they are always available, organized and service-oriented.

