

clearfly

OPPORTUNITY

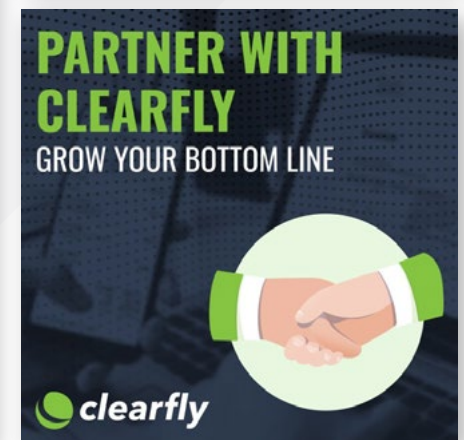
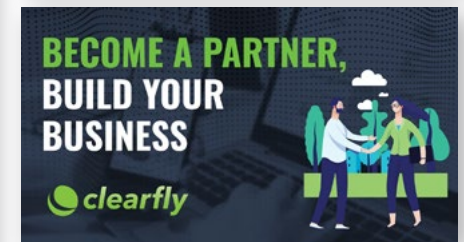
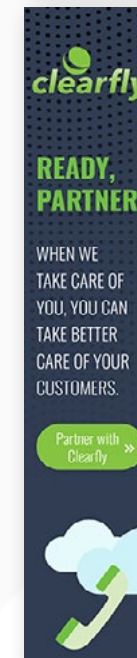
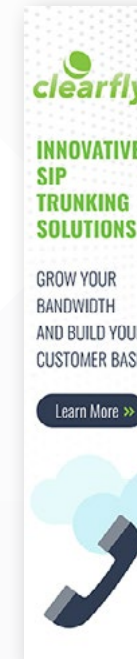
Clearfly, a brand that works to meet the needs of companies large and small to provide SIP trunking solutions and voice services, worked with Kinetic Marketing & Creative to develop an omni-channel digital marketing strategy to target segmented audiences in order to deliver tailored messaging across partner lifestyle stages.

ACTIONS

After establishing foundational marketing initiatives including a logo refresh, website redesign, audience research, as well as implementing branded marketing automation and CRM workflows, Kinetic strategized an omni-channel digital campaign across paid media, organic social media, SEO and email to increase brand awareness, re-engage unengaged partners, and educate engaged partners on the full breadth of Clearfly's services. Kinetic built highly targeted digital ads with correlating landing pages for each of

Clearfly's audience tiers and launched paid advertising campaigns on LinkedIn and programmatic advertising channels. Kinetic supported this messaging with monthly organic social media on LinkedIn and Facebook. Finally, Kinetic designed targeted email automations to speak to Clearfly's engaged and unengaged partners specifically, alongside quarterly newsletters and a welcome email series. The updated website created a friendly user experience that allowed the user to engage on their own terms and opt in to a fully branded email marketing campaign based on their service needs.

DIGITAL REFRESH



RESULTS

The programmatic advertising campaign increased contact-us form fills and brochure downloads resulting in an average CPA of \$6.70. The paid LinkedIn campaign was harnessed as an awareness tactic and resulted in 136,811 impressions and 146 contact page visits. The campaign messaging correlated with organic social content across both Facebook and LinkedIn, which strengthened the Clearfly community with an average engagement rate of 14.49%, and 15,000 combined organic impressions. The concise messaging and unified brand allowed the campaign to meet Clearfly's customers where they were in the sales funnel. The targeted email automation series increased awareness of Clearfly's Unified Billing services and re-engaged unengaged partners, resulting in a 28% open rate and 4.9% click rate (above industry benchmarks). The client saw a significant increase in leads to their contact us page, with Google Analytics reporting a total of 1,002 contact us page visits assisted from the paid media, organic social and email marketing efforts over the duration of the campaign. The omni-channel strategy assisted with brand consistency across each channel and allowed users to retain the brand's messaging while directing the user to take the desired action on the site. SEO was an important refining tactic within the omni-channel strategy and consisted of 30% of the converting audiences.

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BECOME A PARTNER, TRANSFORM YOUR BUSINESS.

WE'RE DOING NEW THINGS, DIFFERENTLY, TO SEE YOU SUCCEED.

DON'T KNOW CLEARFLY YET? YOU'RE IN FOR A SURPRISE.

WE GO BEYOND THE TECHNOLOGY TO CREATE NEW TOOLS AND INVENT SERVICES THAT MAKE YOUR LIFE EASIER AND MAKE YOUR BUSINESS MEASURABLY MORE PROFITABLE.

Sure, we provide the highest quality SIP trunking and comprehensive voice services. We also offer 24/7 tech support and a one-of-a-kind online portal that serves as an all-in-one resource for our Partners to connect with one another, stay in touch with us, track sales goals and find the most up-to-date news in the telecom world.

[LEARN MORE](#)

WE ARE JUST GETTING STARTED.

DO YOU LIKE DOING BILLING?

WITH UNIFIED BILLING, WE'LL BILL ALL YOUR CLIENTS FOR YOU AND PUT MONEY BACK IN YOUR ACCOUNT AND TIME BACK IN YOUR DAY.

Through Clearfly's one-of-a-kind Unified Billing services, we bill your clients for you — not just for our services but for all service agreements you have with your customers. We co-brand the invoice to your business, collect the funds from your customer and deposit the payment into your account.

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It's our pleasure to introduce you to our CEO, Vivek! He was born in India but has lived all over the world as his dad was a fighter jet pilot. He learned a lot — both about people and about different cultures during this time and...see more

VIVEK KHULLER
CEO

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We work for YOU — which means we've built systems for our Partners to succeed! Our priorities include creating individualized service, independence in your experience and a team behind the scenes that is always available...see more

OUR PARTNERS, OUR PRIORITY. MUCH LIKE FAMILY.

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THINK YOU KNOW CLEARFLY? THINK AGAIN.

WE'RE DOING THINGS BIGGER, BETTER AND UNLIKE ANY OTHER SERVICE PROVIDER.

When you become a Clearfly Partner, not only will you get unmatched and innovative SIP trunking solutions, we now offer more robust Unified Billing services with access to ClearConnection, our virtual marketplace connecting you directly to your favorite manufacturers and distributors.

There's more.

Our online portal continues to evolve in features and capabilities based on the needs and requests of our Partners. We've even grown our team, with two portal-dedicated programmers and additional support personnel to offer 24/7 tech support with the Clearfly touch.

[SEE WHAT ELSE IS NEW AT CLEARFLY »](#)

WHEN THE PHONE RINGS, WE ANSWER. BUT YOU'LL NEVER LEAVE A VOIC