

# Case Study



## Industry

## Stage

## Goal

Travel

Start-Up

Growth

GlobeKick is an easy-to-navigate software platform for travelers to fuel their travel inspiration, plan their next adventure, connect with other like-minded travelers, and get travel advice.

## What We Did

- ◆ Marketing Automation Implementation
- ◆ Content Strategy
- ◆ Lead Generation
- ◆ Website Optimization
- ◆ Automated Lead Nurturing Email Campaigns

## Details

GlobeKick needed to build an organic audience from scratch through grass roots lead generation. Once we fully implemented and integrated Hubspot into their tech stack, we were able to **map out and execute on a full-funnel strategy from lead-to-customer.**

We uncovered opportunities on the website to add compelling language for heightened demand generation. And, through introducing new content development & messaging, we refined GlobeKick's positioning across their digital presence to ultimately reduce friction at every conversion point in the customer lifecycle.



As leads streamed in, we effectively nurtured them into customers with strategic automated email campaigns, resulting in a 60% lead-to-customer conversion rate.



Jamie DeBole,  
Co-Founder & CEO

“Working with Möve Marketing has been an exceptional experience. Their knowledge, experience, and results-oriented approach made an immediate impact towards our business goals. Teaming up with Kaitlyn and her team could not have been a more positive experience, and I look forward to working with Möve for the foreseeable future for all our inbound marketing needs.”