Client Case Study Interview: Duke and Dutchess USA

Your experience before using our service.

- What were you using before this product/service?

A: *We had been using Word Press and Woo Commerce thru QE Retail as our Website Designer and marketing resource.*

- Summarize three points of frustration you faced.

A: We had not realized that their support was in India, therefore the time difference made it difficult to communicate with them. They did not understand the Pet Products market to properly use Descriptive words for SEO work and Google Campaigns. They could not properly deliver us a Website that truly reflected our Brand

- What was the big ah–ha moment when you decided you needed to try something new?

A: *After several marketing campaigns thru Google, we determined that additional Social Media marketing would not be effective and therefore could not complete our Marketing objectives.*

- What were the top reasons you selected this product/service?

A: *We realized after much research that Bark Fifth Avenue was a brand with Website Contact, and social media presence was what we had been trying to achieve with two previous Website Developers.*

Your experience using our services.

- How easy or hard was it to get started with this product/service?

A: *The process was very easy as Ashley knew what we needed to do and provided us with the direction and processes that we needed to follow to accomplish our Goals.*

- How has it helped you to overcome the challenges you had before?

A: *Having someone who understands our product, the market and completion made it easy for us as she provided the steps to follow to achieve our goals. Her responsiveness also cut everything in half on everything we wanted to achieve.*

- How is it different than other alternatives you've tried?

A: *Ashley understands what we need to do, our products and how best to present them*

- What is your favorite feature? Why?

A: *Pretty much a One Stop Shop!! Everything we need, she can accomplish with her resources and knowledge, so we do not have to explain what we "think" we need. She knows what we need and can advise us the areas that are a priority to focus on.*

- Tell me about the most positive experience you've had using this product/service.

A: *It is great having someone invested in our Success, that is willing to always go the extra mile to accomplish any aspect of our Business Needs as well as our website, building our Brand thru Image Content, and complete a comprehensive marketing plan for now, and future.*

- **Your results with our service.**

A: *We feel confident now that we have a website, product line presented properly, market analysis that allows us to be competitive and stay ahead of market trends.*

- **How has this product/service helped you achieve your business or personal goals?**

A: *We now have a plan and can work with the plan to achieve what we need to advance our Brand*

- **What specific metrics can you share about the impact it has had?**

A: *Ashley provides us with the Analytics, so we do not have to spend hours trying to figure out what they mean and determines where to focus our efforts and our dollars.*

- **What is the single biggest reason you would recommend our offering?**

A: *Dealing with someone who is so involved in the industry takes all the guesswork out of what we should be focusing on, and with the results she has had in her own Business builds confidence that she can do the same for us. Follow thru is very important to us, and Ashley stays on everything until it is completed.*

Ashley Carestia

Public Relations Portfolio

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