THE PROJECT

Marketing Strategy, Design & Video Products for Thread Solutions Co

THE REVIEWER



Philipp Silberkuhl
CEO, Silbertool Solutions

The client submitted this review online:

BACKGROUND

Please describe your company and position.
I am the CEO of Silbertool Solutions

Describe what your company does in a single sentence.
Thread Tools - Thread Service - Thread Solutions No matter what problem you have with your thread, no matter what size, we have the solution

OPPORTUNITY / CHALLENGE

What specific goals or objectives did you hire More By Us to accomplish?
- strategic marketing
- product marketing
- online marketing

SOLUTION

How did you find More By Us?
- Referral

Why did you select More By Us over others?
- Great culture fit
- Good value for cost
- Referred to me
- Company values aligned

How many teammates from More By Us were assigned to this project?
2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.
For entering new markets with our high quality products, MoreByUs developed a marketing strategy for two continents. Beside digital and strategic marketing the performed work included the designs of all packaging of our products, a high end promotion film made in a professional environment and a full marketing package for

our dealers. Our dealers and customers were delighted with the support and material that they received.

RESULTS & FEEDBACK

What were the measurable outcomes from the project that demonstrate progress or success?
Our measures were satisfaction of our customers and increase in profit

Describe their project management. Did they deliver items on time? How did they respond to your needs?
The work packages are clearly structure with set milestones. If however our demands altered slightly it was not a problem to integrate these demands into the work package until our needs were fulfilled. The delivery times were absolutely exceptional, even though our demands were very high.

What was your primary form of communication with More By Us?
- In-Person Meeting
- Virtual Meeting

What did you find most impressive or unique about this company?
We were impressed by their professional manner and willingness to look for and find the necessary decision that responds to clients' needs.

The diversity of the team allows a variety of tasks that can be done in-house for an amazing budget, something that we found very unique.

Are there any areas for improvement or something More By Us could have done differently?
We were fully satisfied with the deliverables with which they overperformed. In the future we would love to use MoreByUs' services for entering the Asian market. When our project was finalized, the Team of MoreByUs did not have any experience in Asia.

RATINGS

5.0 ★★★★★

Quality SERVICE & DELIVERABLES	5.0	**Schedule** ON TIME / DEADLINES	5.0
Cost VALUE / WITHIN ESTIMATES	5.0	**Willing to Refer** NPS	5.0



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case study

more byus_