ABOUT MWC ADVERTISING:
MWC Advertising, a strategy-based marketing agency, is a subsidiary of Midwest Communications, a family-owned multimedia company with 81 radio stations and 75 brands. MWC Advertising works with clients to build their brand identity, find their voice, identify target audiences, visualize their goals, position their brand, and create a memorable customer experience that puts their products and services at the forefront of a potential customer’s mind. They believe that aligning clients’ brand identity, messaging, positioning, and customer experience to evoke emotion and drive action within the right target audience is the cornerstone of helping each client reach their business goals.

MWC Advertising helps clients define their target audience and leverage the right types of advertising media to engage audiences, create strength in their brand, increase brand awareness, and drive action to grow sales, recruit employees, and reach clients’ business goals. Each campaign is developed with the clients’ goals in mind and, once executed, are closely monitored to ensure successful achievement of those goals.

CASE STUDY: MWC ADVERTISING

THE CHALLENGE
Prior to working with TapClicks, MWC Advertising found campaign execution and tracking to be a challenge.

They relied heavily on email threading and tagging, manual checklists, and deadlines to build and implement campaigns, which led to missing creative updates, campaign pauses, and delayed renewal dates.

TAPCLICKS CASE STUDY:
MWC Advertising Reduces Funds Lost from Campaign Errors by Thousands After Implementing TapOrders & TapClicks Marketing Dashboard

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THE SOLUTION

MWC Advertising originally implemented TapClicks Dashboard Reporting in 2018.

TapClicks’ marketing dashboard solution drastically improved their reporting efficiency, provided easier access to marketing reporting data, and offered professional report formatting options, including the ability to add their logo and branding.

Due to the success of TapClicks Dashboard Reporting, MWC Advertising turned to TAP for an additional solution: TapOrders. TapOrders has provided a closed-loop system that includes all steps of a campaign, from order entry to campaign completion. All relevant parties can now log in and see every detail, including all creative and tactic changes of a campaign. Additionally, the system includes a workflow that moves the process along through the various steps of campaign deployment.

ABOUT TAPCLICKS

TapClicks, Inc. is the leading provider of unified marketing operations, analytics and reporting solutions for media companies, digital marketing agencies, brands, franchises, and HIPAA covered entities. The TapClicks Marketing Operations Platform provides end-to-end business intelligence capabilities that include SEO, social and PPC reporting, automated order entry, set up and approval workflows, marketing performance analysis and the creation of interactive visual reports and presentations. TapClicks integrates more than 200 different data sources to provide marketers with the ability to analyze data from the full breadth of popular marketing and advertising tools used in the industry today.

LEARN MORE AT WWW.TAPCLICKS.COM OR CONTACT US AT SALES@TAPCLICKS.COM

THE RESULT

As a result of adding the TapOrders system, MWC Advertising now successfully encapsulates all order notes and directives into one location, which has proven to be priceless.

All notes are easily accessible and the team can view the complete order history. They no longer have to spend extra time searching through multiple email threads to locate information or have to worry about the stress of accidentally losing historical information due to a deleted email.

Additionally, MWC Advertising can now direct users through all necessary order entry steps, ensuring a fully completed order on the front end. TapOrders has streamlined their order processing into a consistent and highly customized workflow that fits their organization’s structure while also fulfilling product requirements.

Thousands of dollars were previously lost due to campaign errors, but teaming up with TapClicks has helped MWC reduce lost funds to nearly $0. This, in large part, is due to TapOrders task-driven functionality that directs consistent execution of the review, deploy, and confirm process.

“Our digital support team has found TAP Reporting and TAP Orders to be crucial to our daily operations, improving efficiency and minimizing errors. The TAP Team is knowledgeable and pleasant to work with. Rhonda, Madison, and Brie are superstars! We certainly presented them with some challenges but they rallied to provide us with a variety of recommendations and executed solutions. They are definitely committed to our success.”

– Kelly Gutowski, Lead Digital Administrator