



+1300%
mailing list
growth

+300%
Organic
traffic

+45%
Open rate,
4% click
through

The Business Challenge

Aratag launched during the pandemic and didn't get the traction they had hoped for. Their parent company, a well known zoo rock and aquarium builder in Europe, Pangea Rocks, was looking for a done for you model to help them elevate their brand to get more leads they could pursue on their own.

Aratag is a digital app to make the visitor experiences at zoos, museums, parks & more meaningful and guided through their digital app, making it easy to find the zookeeper at feeding time at the lions den or find the hot dog stand.

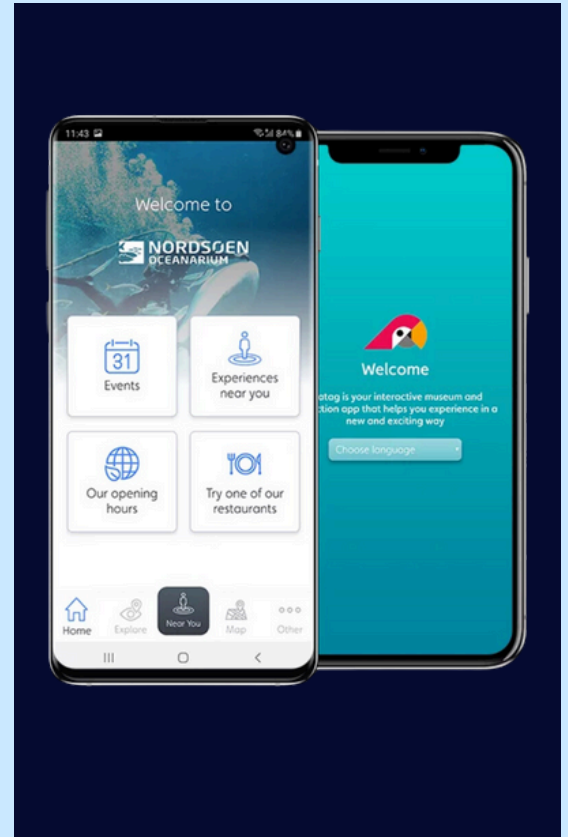
Sales Maven Solution

In order to compete in the space, and find clients in the US and Europe, Aratag needed a better website, improved communication about the value proposition of their app and its features, through targeted evergreen content. They also needed a quality mailing list of qualified prospects, to email weekly instead of just a quarterly newsletter to improve their prospecting.

The Results

Over a five-month period, Sales Maven developed a new website, improved SEO in just two months to drive a 300% increase in traffic.

We developed evergreen content for the website, developed several email campaigns that produced a 45% open rate from cold email and a 4% click through rate. We developed through social media data scraping and research a 5,000 qualified prospects list. We worked to optimize the website and shared key metrics and KPIs Aratag needed to monitor for future marketing decision making.



Pangea Rocks was really busy during the pandemic. We have a small staff who help us build all over the world, but no one in marketing.

Sales Maven was the perfect choice to help us pull our marketing plan together in a done for you format.

Jan Møller, CEO
Aratag