

Business Report

Prepared for:

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Disclaimer

*Disclaimer: This presentation is a component of my Master of Science program at Full Sail University. This graduate program culminates with a comprehensive Digital Marketing plan for a student-selected case study organization. While my coursework utilizes a real organization, it is not directly reflective of or approved by them.

Company Overview

Kelston Marketing is a marketing agency based in Southlake, Texas, specializing in branding and web optimization. Kelston offers strategy, re-branding, copywriting, tone of voice, logo design, business naming, brand style guidelines, website design, graphic design, brand programming, signage, sales assets, strategy, organic social media, ideation and search engine optimization.

The clients for Kelston range in industry from interior design, hospitality, food/beverage, hotel, and consumer brand industries. The target market for Kelston would be entrepreneurs, or CEOs of mid-sized companies. The age range of the clients is between 24 and 38-years-old.

As an Internet Marketing Consultant, the following proposal outlines three SMART (Specific, Measurable, Achievable, Relevant, Time-bound) business goals designed to elevate Kelston Marketing's digital performance and client acquisition strategies.

Goal 1: SEO to Increase Leads

The first goal for Kelston Marketing is to improve Kelston Marketing's organic visibility by increasing website traffic from qualified leads by 30% within 6 months through advanced SEO tactics and keyword content optimization and a blog.

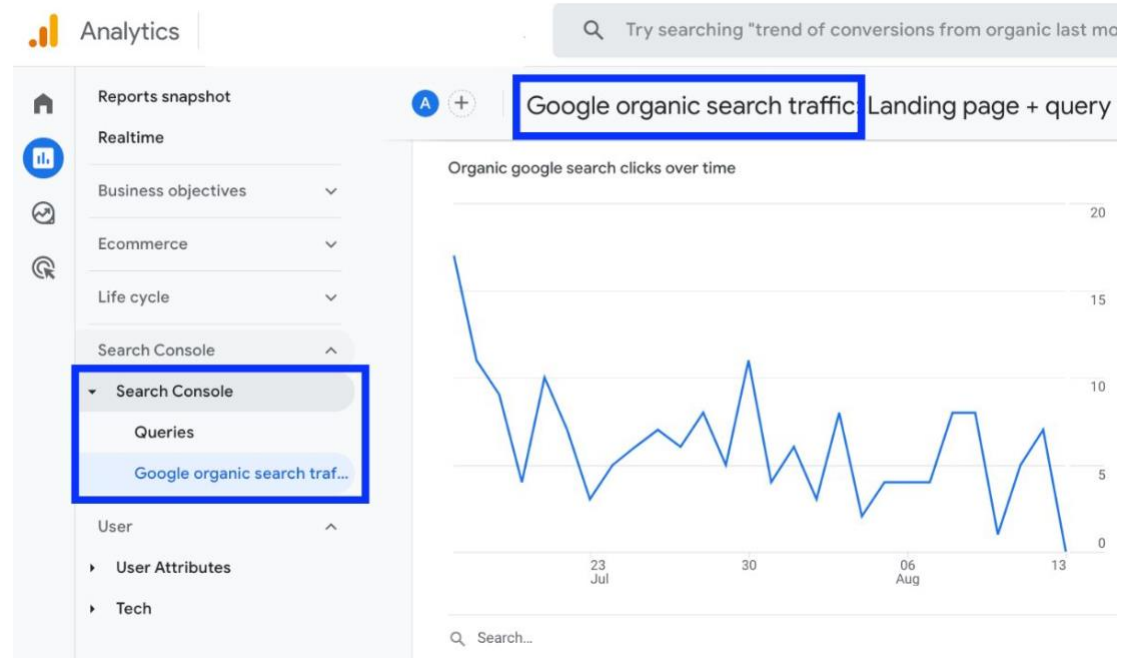
The logo for Kelston Marketing, featuring the word "Kelston" in a stylized, handwritten-style font.

[About](#) [Services](#) [Contact](#)

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(Kelston Marketing, n.d.)

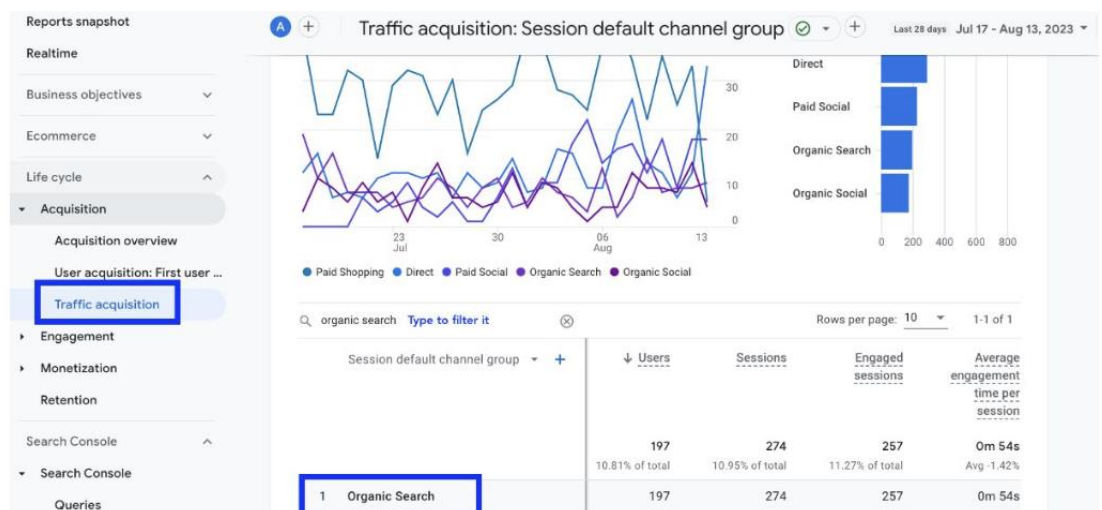
As you can see from the images the navigation bar, Kelston has missed an opportunity for a blog that can help with internal/eternal backlinks. Now is the time to act. Measurement for all SEO tactics can be done by Google Analytics 4.



(Organic Search in GA4, 2025)

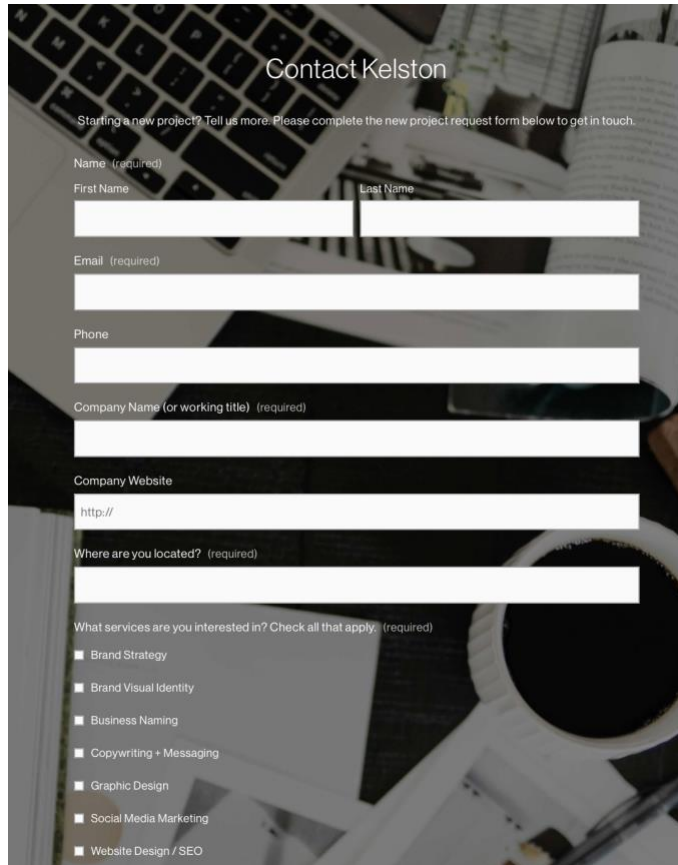
KPI's Kelston needs to use to measure progress (including with the new blog):

- **Organic Growth:** Kelston will track the increase of website visits (excluding Kelston's Ads if done later), and where the traffic is coming from. This directly reflects SEO success and audience reach.



(Organic Search in GA4, 2025)

- **Lead Conversions:** Kelston will measure the percentage of visitors who complete a lead form on the Kelston`s contact page. This ensures traffic quality aligns with lead generation goals.

A contact form titled "Contact Kelston" is overlaid on a background image of a desk with a laptop, papers, and a coffee cup. The form includes a heading "Starting a new project? Tell us more. Please complete the new project request form below to get in touch." followed by several input fields: "Name (required)" split into "First Name" and "Last Name", "Email (required)", "Phone", "Company Name (or working title) (required)", "Company Website" (with a "http://" prefix), "Where are you located? (required)", and a section for "What services are you interested in? Check all that apply: (required)" with checkboxes for "Brand Strategy", "Brand Visual Identity", "Business Naming", "Copywriting + Messaging", "Graphic Design", "Social Media Marketing", and "Website Design / SEO".

Contact Kelston

Starting a new project? Tell us more. Please complete the new project request form below to get in touch.

Name (required)

First Name

Last Name

Email (required)

Phone

Company Name (or working title) (required)

Company Website

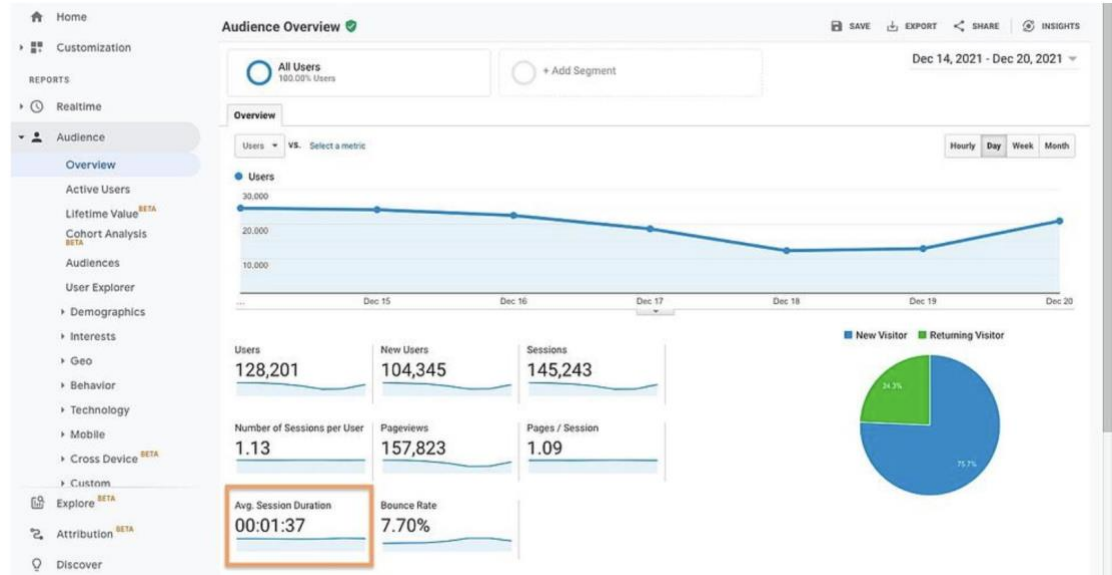
Where are you located? (required)

What services are you interested in? Check all that apply: (required)

- ☐ Brand Strategy
- ☐ Brand Visual Identity
- ☐ Business Naming
- ☐ Copywriting + Messaging
- ☐ Graphic Design
- ☐ Social Media Marketing
- ☐ Website Design / SEO

(Kelston, n.d.)

- **Session Duration:** Kelston will assess engagement and relevance of web content. Higher time-on-site for stronger interest and potential conversions. Kelston will A/B test a few different website designs to test the user experience (UX).



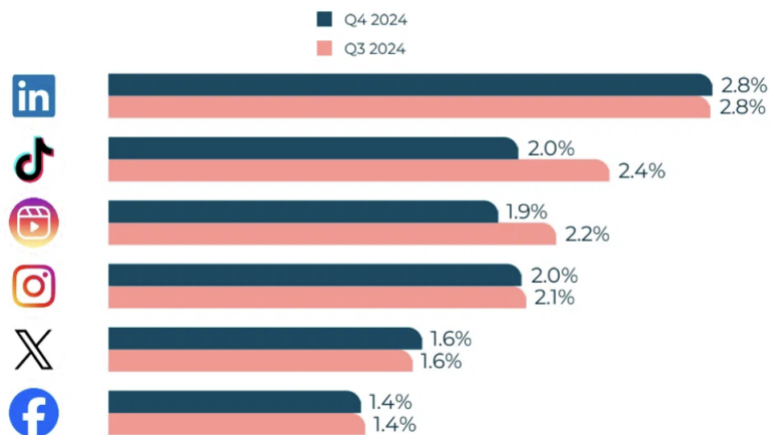
(Organic Search in GA4, 2025)

Goal 2: Brand Awareness on Social

The second goal for Kelston is to increase Kelston Marketing's social media reach and engagement by 40% within 4 months across Instagram, LinkedIn, and TikTok through consistent content strategy and collaborations. According to Hootsuite these are the top socials to target.

Engagement rates Industry: Overall

Hootsuite®

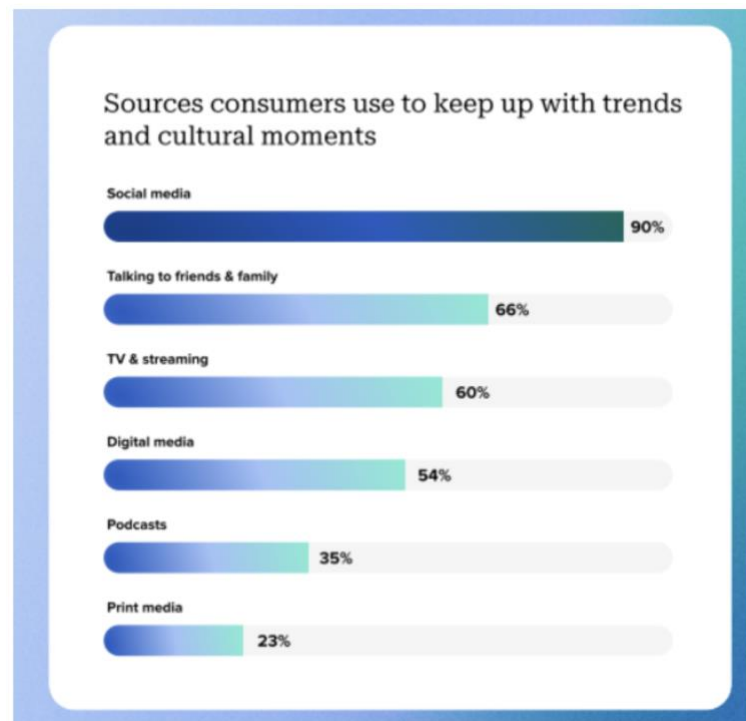


Average Engagement Rate
Posts from Q3 2024 & Q4 2024
Source: Critical Truth

(Newberry, 2025)

According to sprout social “consumers now use social media more than anything else to keep up with trends and social moments (90%), which is

why it's the perfect place to build your brand awareness campaigns.”
(Kendall, 2025)



(Kendall, 2025)

- **Engagement Rate:** Kelston will evaluate how interactive and resonant Kelston's content is with audiences by looking at engagement rate across various channels. Right now, Instagram is Kelston's most engaged with platform. (Can measure with analytics tools within each of the social platforms like LinkedIn Analytics, TikTok Analytics, or Meta Suite, to avoid fees from Buffer and Sprout Social.)
- **Follower Growth Rate:** Indicates brand awareness expansion and community growth momentum. (Can measure with analytics tools within each of the social platforms like LinkedIn Analytics, TikTok Analytics, or Meta Suite, to avoid fees from Buffer and Sprout Social.)
- **Click-Through Rate:** Measures the success of social campaigns in driving traffic to the company website or landing pages. (Can measure with Google Analytics 4)

Goal 3: Retention and Sat

The third goal for Kelston is a 90% client retention rate and increase client satisfaction scores by 20% within the next year through improved communication, analytics reporting, and campaign transparency.

Client Retention Rate: Kelston needs to measure the percentage of clients continuing service each quarter.

Customer Satisfaction Score: Kelston will capture client sentiment through surveys post-campaign completion.

Repeat Purchase Rate: Kelston will track how many clients purchase additional services, reflecting satisfaction and trust.

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