

Digital Convo



Case Study:

HARDY NUTRITIONALS



The Backstory:

Hardy Nutritionals is a brand of NutraTek Health Innovations designed primarily for health professionals and their patients. Their line of supplements are the most research-backed vitamins in the world, and offer patients a first line of defense against mood, stress, and anxiety-related disorders. They launched in 2011.

THE PROBLEM?

Hardy's needed help pushing out new product into an unknown market. There are strict rules they needed to follow in digital advertising.

THE SOLUTION?

Hardy's brought on Digital Convo in the year ____ and never looked back. We did a digital overhaul, creating a new website, blog, ads, and social media presence. With our slick digital campaigns, Hardy experienced ____ growth in ____ time.



1

Design and build a website.

2

Manage a high performing digital ad campaign.



3

Create an engaging social presence.

4

Grow & convert a captive audience.



The Results:

The results were pretty exciting. In just a few months, our strategy delivered 950+ investors who invested \$1,000,000+ with an ad spend of \$148,500.

This means, it cost an average of \$0.15 per every dollar brought in by our advertising efforts.

*As of 8/20/20

as high as
↑14%
ad click through rate

950+
new investors

7x
return on investment



Don't Do It the Hard Way

With strategic guidance from Digital Convo, your digital ad campaign can skyrocket, without the hard work. We've got it. We know what we're doing. That sort of thing.

Let's blow up your crowdfunding campaign.

[Schedule a call today.](#)



**Work
With Us**



SCHEDULE A CALL

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