



CORNERSTONE TECHNOLOGIES CASE STUDY

Challenges

- Lack of email marketing program
- Unoptimized website for search engines
- Inconsistent social media posting

The Emerald Effect

With Emerald, Cornerstone saw...

- **80%** increase in website views
- **6.7%** higher conversion rate (vs standard)
- **62%** increase in LinkedIn followers
- **34.54%** average email open rate

Testimonial

“Our experience with Emerald Strategic Marketing has been very positive. As a small business, we didn't have the time or resources to hand-hold our marketing firm. Jenna and the team have done a great job executing our vision and have gone above and beyond to meet our needs.”

-Jacob Howe, Director of IT & Operations

Objectives

Emerald partnered with Cornerstone Technologies to develop a cohesive marketing strategy. This collaboration focused on creating a consistent brand identity and messaging across email, social media, and their website, ultimately elevating their overall marketing presence.

Solutions

Emerald transformed Cornerstone's digital presence with a modern, user-centric website, a targeted email marketing program, and consistent social media messaging — all designed to elevate brand visibility and fuel a pipeline of qualified leads



Turn marketing gaps into growth opportunities. Start your transformation.

