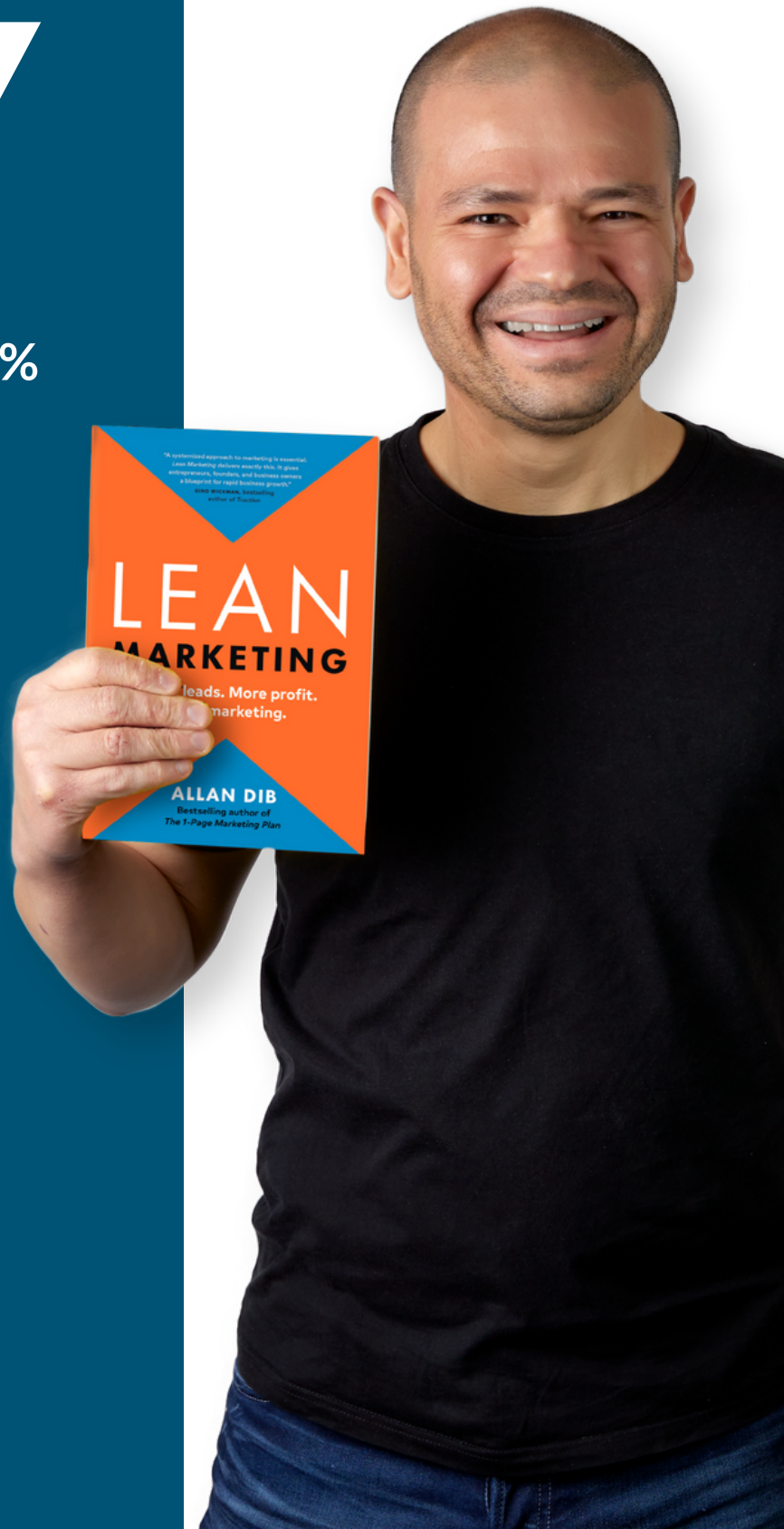


Case Study

See how Lean Marketing helped Agzaga grow 400% and build a marketing department from scratch



Our Client

Agzaga, led by visionary CEO Anthony Jones, is on a mission to revolutionize the agricultural industry by advancing it into the online world. Despite a successful start, his company faced significant marketing challenges.



Anthony Jones, CEO

In his first two years as CEO, he navigated family dynamics marked by addiction and loss, all while striving to preserve his family legacy in a highly competitive industry. It wasn't until his third year that he began to discover his purpose and vision for Agzaga.

"Whenever I came and talked to you guys at first, I actually was the idiot that thought we had a whole lot figured out, but then seeing how you guys build your systems, how you truly are tracking even the little data, and you knew the right things to track.

And plus you're recruiting Dear Lord, you helping people with recruiting and building out their marketing teams and their marketing managers, a complete game changer."

- Anthony



Anthony Jones • 1st
Chief Executive Officer at Agzaga
4w • 🌐

Here's how we cracked the marketing code for [Agzaga.com](#)

Marketing is crucial, especially for an e-commerce business. But let's be honest, it can feel like a giant, overwhelming puzzle.

Social media, logos, Google Ads, short-form content, SEO, graphic design, web design – where do I start, what's the right strategy, and who can I ask for help?

In our first year at [Agzaga.com](#), we achieved success, but we also learned a lot about what not to do.

The best decision I made to learn marketing strategies was to find heroes in marketing and do everything possible to learn from them. Books, podcasts, youtube interviews. I needed to understand their mindsets and skill sets to help us figure out how to build the Agzaga dream.

Some of the marketing heroes were [Dan Kennedy](#) (Magnetic Marketing), [Jay Conrad Levinson](#) (Guerilla Marketing), and [Russell Brunson](#) (Dot.com Secrets).

A complete game changer was [Allan Dib](#)'s "1-Page Marketing Plan." It helped simplify marketing and create a plan that brought all the marketing strategies together.

Eventually, I signed up for their training and coaching where they helped us systemize every part of our marketing department.

They even helped me learn the marketing industry and helped recruit the right marketing people to build the Agzaga dream team.

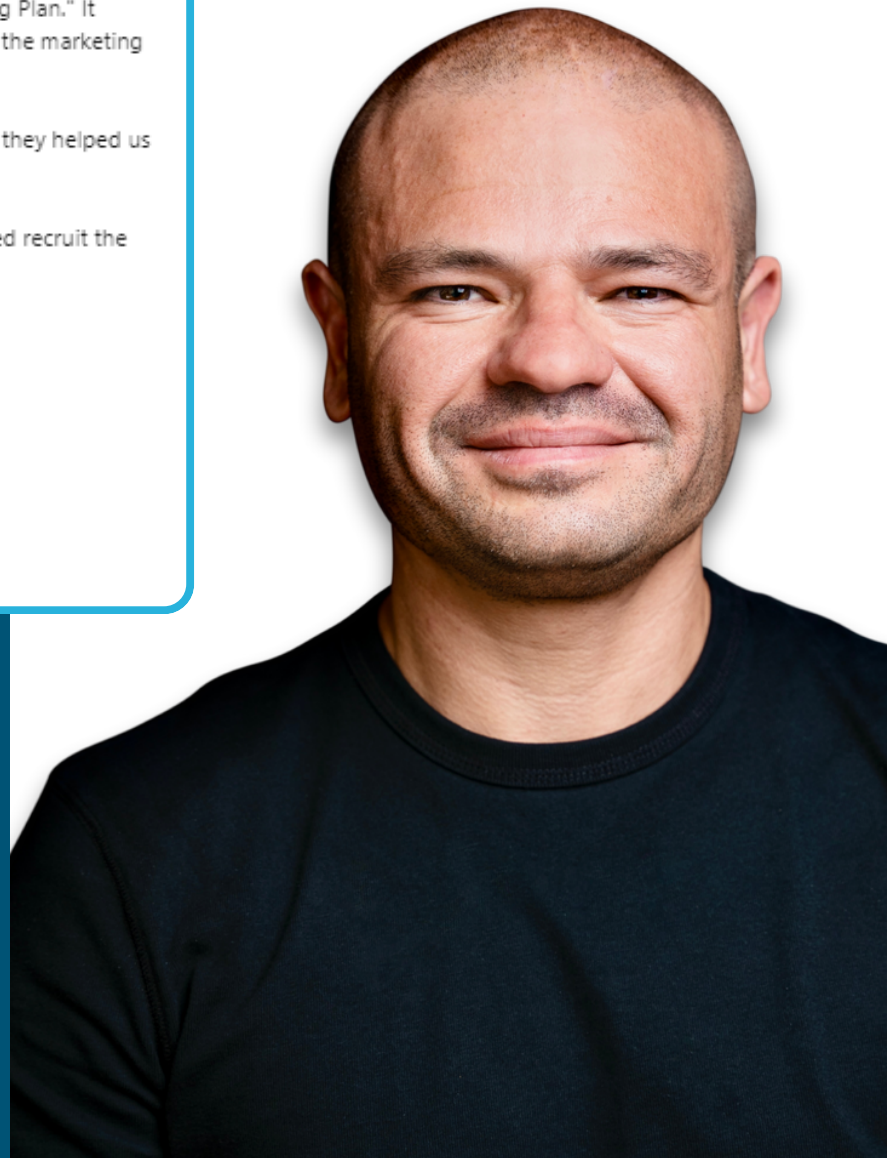
Since cracking the marketing code, Agzaga has:

- Grown by 400%
- Over 1 million website sessions
- Over 100 published articles
- 7 million+ social media reach
- 1,300% ROAS on digital ads
- A fantastic network of agricultural influencers



Agzaga

Cracking the Code for Success



Initial Goals

Agzaga's initial goals included increasing brand visibility, establishing a strong online presence, and ultimately driving sales through effective marketing strategies. With a vision to leverage the internet for agricultural advancement, Anthony sought expert guidance.

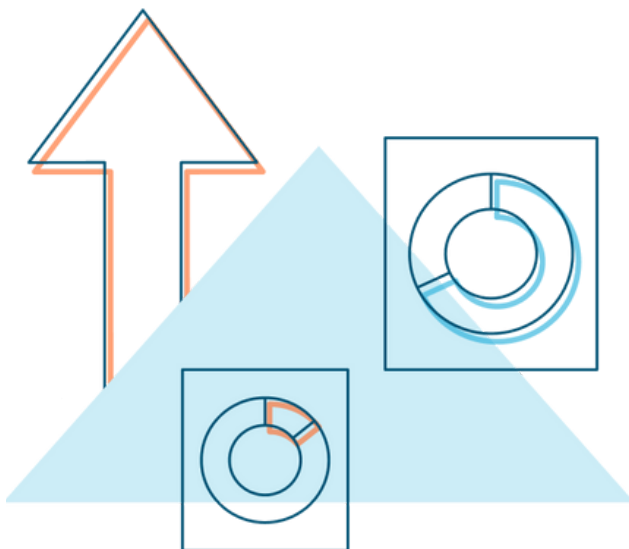


The Challenges

- ✓ Lack of a Clear Marketing Strategy:
Agzaga had a scattered approach, lacking direction and cohesion in their campaigns.
- ✓ Difficulty Scaling Marketing Efforts:
The company struggled to scale effectively without the necessary systems and strategies.
- ✓ Inefficient Marketing Spend:
Agzaga needed lean, ROI-focused strategies instead of broad, unfocused spending.
- ✓ Difficulty Tracking Key Metrics:
They tracked too many metrics, lacking focus on essential KPIs that would drive growth.

The Solutions

- ✓ The 1-Page Marketing Plan:
Provided clear direction and focus for all marketing efforts.
- ✓ Built a Remote Marketing Team:
Shifted to remote hiring, prioritizing talent, trust, and communication to build a strong, scalable team.
- ✓ Defined Key Metrics:
Identified essential KPIs, created a health metrics dashboard, and set up detailed tracking.
- ✓ Launched Targeted Campaigns:
Developed a strategic campaign calendar with aligned messaging for optimization.



Lean Marketing Services Utilized

- Intensive coaching package to Gold Maintenance package
- "The group training clinics became invaluable for our team, offering live feedback on our work"

The Results



400% year-over-year growth

Agzaga's revenue skyrocketed, showcasing the effectiveness of the strategies implemented



148% Increased Web Traffic

The blog drove an average of **2,800 sessions** per week, surpassing their initial goal.



Email and Text Collection

Successfully collected **57,767 customer emails** and **12,320 customer texts**.



Social Media Growth

The company saw that their followers expanded to **20,000** with a **7 million+** reach.

Successful Campaigns Implemented

- **Agzaga-versary:** Revenue grew 67% with a week-long, multi-channel campaign, tripling last year's revenue.
- **Influencer Partnership:** An influencer collaboration achieved 199,000 views, driving significant web traffic and brand awareness.
- **Hiring and Development:** With Lean Marketing's support, Agzaga expanded its marketing department by recruiting key team members.

Agzaga's partnership with Lean Marketing has transformed its marketing landscape, resulting in impressive growth and solidifying its presence in the agricultural sector. The strategic support received has empowered Anthony and his team to navigate challenges and embrace opportunities for continued success.

Work with Us

Ready to ditch the overwhelm? Gain control and scale your business with a consistent, results-driven strategy. Lean marketing helps you:

1. Focus on maximizing efficiency and ROI by streamlining operations and activities.
2. Scale smartly and drive growth with targeted strategies and continuous improvement.

[Speak with an Advisor](#)

