



CASE STUDY

DIGITAL MARKETING STRATEGY ELEVATES
PURDUE UNIVERSITY INNOVATION INITIATIVE
TO NEARLY 1 MILLION IMPRESSIONS



HOW DIAL VENTURES PARTNERED WITH ELLINGTON DIGITAL TO ACHIEVE NEARLY 1 MILLION IMPRESSIONS

About DIAL Ventures

DIAL Ventures, the agri-food innovation initiative launched by Purdue University, is pioneering efforts to digitize the agri-food industry, which is notably lagging in digital innovation. This initiative tackles critical challenges such as food safety, supply chain integrity, labor shortages, sustainability, and environmental impacts within the global agri-food system. With a three-pronged approach that includes open innovation, a fellowship program for aspiring entrepreneurs, and strategic corporate partnerships, DIAL Ventures catalyzes the creation of innovative startups. Entrepreneurs in the fellowship program are immersed in a dynamic ecosystem where they develop startups and collaborate with industry partners to address defined problems. The ultimate goal is to foster digital solutions through this collaborative effort, culminating in a biannual presentation of new business ideas to an investment committee.

DIAL Ventures came to us looking to launch their entire brand and online presence. They had just launched and had little to no online presence in terms of their brand and lead/networking generation.

We established a plan to increase brand awareness, help them recruit Fellows, build up their network of Subject Matter Experts and potential partner investors. We also helped build branded materials across all mediums and for their events.

Overall Goals

- Increase Brand Awareness
- Generate Interest
- Network With Potential Partners
- Recruit Fellows

Primary Tactics

- Website refresh
- Inbound marketing campaign
- Social media marketing
- Targeted digital ads
- Robust LinkedIn automation campaign
- Geofencing
- Email marketing
- Event marketing

"We have been working with Ellington Digital for over two years now. They have done an excellent job in defining and carrying out online branding and promotion strategies. They have been flexible when we have had to change course and or make tradeoffs in our budget."

- Tim Dixon, Managing Director DIAL Ventures

Two-Year Results



LinkedIn
Follower Growth

Year One
550

Year Two
983



Facebook
Follower Growth

Year One
1,185

Year Two
2,845



Twitter
Follower Growth

Year One
320

Year Two
240



Total Impressions
(Facebook, LinkedIn,
Twitter, Geofencing)

Year One
375,000

Year Two
446,372

**OVER THE TWO-YEAR PERIOD,
THE PERCENTAGE INCREASE IN FOLLOWERS
FOR EACH SOCIAL MEDIA PLATFORM:**

LinkedIn experienced a **64.12%** increase in the second year compared to the total growth over two years. Facebook saw a **70.60%** increase in the second year compared to the total growth over two years.



Total impressions increased by **54.34%** in the second year compared to the combined total impressions over the two-year period.



Other Achievements

Made introductions to big potential partners on LinkedIn

Launched a monthly podcast

Organized branded collateral for events

Established an annual social media calendar for impact

Helped DIAL Ventures recruit hundreds of Fellows

LET'S WORK TOGETHER

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About Ellington Digital

Ellington Digital is a full-service marketing agency offering digital marketing strategy, graphic design, web development, SEO, advertising, social media marketing, copywriting, and public relations to businesses. We specialize in working with senior living communities to develop and execute marketing plans that fit their needs and budgets to market more effectively and drive the results they need.

Ellington Digital's mission is to bring effective, quality branding and marketing to entrepreneurs, small- and mid-size businesses. Our goal is to maximize our clients' marketing dollars while maintaining and upholding our core values: integrity, passion, excellence, compassion, and community.

