Executive Case Study

From Startup Marketing Overwhelm to a Scalable Growth Engine

Executive Summary

Launching a new education business requires founders to focus on building the business, not learning how to manage every marketing platform needed to grow it.

For this Massachusetts-based STEAM education startup, marketing had become a significant operational challenge. As the company prepared to launch robotics and AI programs for K–5 students, its founders were managing SEO, Google Tag Manager, social media, audience targeting, and other marketing activities themselves. Initial courses were not filling, and the launch was at risk.

The company needed marketing expertise it could put to work quickly, without taking on the cost or commitment of building a full internal team. Equivity provided that flexibility. The engagement started with one Marketing Specialist and expanded to two as the company's needs became more sophisticated, pairing creative execution with analytics, tracking, and conversion expertise.

Within 60 days, the company had sold 36 classes, generated $10,000 in sales, and avoided canceling any planned programming. Website views and sessions increased by 1,500%, and the company significantly expanded their local audience with just $300 in Facebook advertising spend.

As the company grew, so did its marketing capabilities. Eventually, it was ready to hire an in-house Marketing Manager. Equivity supported that transition with documentation, onboarding, and a structured hand-off.

The result was more than outsourced marketing. Equivity helped the company establish the marketing capabilities it needed at a critical stage of growth and then adapt those capabilities as the business evolved.

Engagement At a Glance

Client	Massachusetts-based STEAM education startup
Industry	Education / Children's Enrichment
Audience	K–5 students and their families
Team	1 Marketing Specialist → 2 Specialists
Model	Flexible, month-to-month support
Objective	Build the marketing capabilities needed to launch and grow

---

The Challenge

The company was building a new business and a new marketing function at the same time. With no previous marketing experience, the founders were trying to manage an increasingly complex set of responsibilities themselves. They were learning Google Tag Manager and SEO, managing social media, navigating changes across Meta and Google, and trying to determine how to reach the right local audience.

That created two problems. First, marketing was pulling the founders away from the work only they could do, building the business and delivering its programs. Second, the effort was not yet producing the enrollment the company needed. Initial courses were not filling, creating a real risk that planned programming would have to be canceled.

The company didn't simply need someone to execute a list of marketing tasks. It needed experienced specialists who could quickly establish the right foundation, execute against it, and adapt as the company learned what worked. And it needed to do that within a small startup marketing budget.

The Equivity Solution

Equivity gave the company a way to add specialized marketing expertise without first committing to a large internal team. The engagement began with a 10-hour plan and one Marketing Specialist, focused on the areas creating the greatest immediate need: website design, content, Facebook content, and engagement.

From there, Equivity moved quickly from support to strategy and execution.

Scope of Support

The Equivity team took responsibility for a broad range of marketing activities, including:

- Developed a Meta Business Manager strategy within the first business week
- Created a content calendar within two weeks
- Took ownership of website and social content
- Supported audience targeting and engagement
- Established Google Tag Manager and analytics capabilities
- Implemented tracking and conversion-focused improvements
- Supported A/B testing and reporting
- Improved the registration experience and user journey
- Used Meta and Google reporting to inform ongoing decisions

As the engagement developed, it became clear that the company needed deeper analytical expertise, particularly around Google Tag Manager and analytics. Equivity responded by adding a second Marketing Specialist with complementary strengths. Rather than building a larger generalist team, the company gained access to two distinct capabilities: creative marketing execution and analytical/conversion expertise.

That distinction became important as the engagement moved from simply creating marketing activity to measuring and improving what happened after prospects arrived.

Rapid Implementation

The company was working toward an active program launch, so time to execution mattered. Equivity's initial specialist quickly took ownership of the marketing activities consuming the founders' time. A Meta Business Manager strategy was developed within one business week, followed by a content calendar within two weeks. The team then expanded its capabilities as the business's needs became clearer.

When the founders couldn't dedicate the time required to master Google Tag Manager and related analytics, Equivity added a second specialist rather than expecting the existing resource to cover every discipline. This gave the company a more complete marketing function without requiring it to immediately hire multiple full-time employees.

The engagement also remained flexible. What began as a 10-hour plan expanded to 30–40 hours during higher-demand months, allowing the level of support to follow the company's needs.

Why the Partnership Worked

The partnership worked because Equivity addressed both sides of the problem: capability and capacity. The founders needed people who understood the marketing tools and could execute within them. But they also needed enough strategic judgment to determine what to prioritize and how the pieces fit together.

Equivity brought those capabilities together. The creative specialist supported website content, social media, engagement, and the company's broader marketing presence. The analytical specialist focused on tracking, Google Tag Manager, reporting, testing, and conversion activity.

That combination allowed the company to move beyond simply producing content or running ads. The team could also measure activity, identify opportunities to improve the customer journey, and make adjustments based on performance.

Biweekly meetings kept the work connected to the company's priorities and gave the team a regular opportunity to adjust its approach.

The month-to-month structure provided another advantage: the company could increase support when its needs increased without committing to a permanent marketing organization before it was ready.

Results

The engagement delivered measurable business results, helping the company build momentum, fill its programs, and establish a stronger foundation for growth.

- 36 classes sold within 60 days, helping the company maintain its planned programming.
- $10K in sales generated, with 30 purchasers during the measured period.
- 1,500% increase in website views and sessions, alongside improved organic search performance.
- 1.7K Boston-area followers, expanding the company's local digital audience.
- $300 in Facebook advertising spend, while website activity, audience growth, and conversions increased.
- 0 planned classes canceled, supporting the successful launch of the company's programming.
- Improved registration experience, making it easier and faster for prospective customers to complete the sign-up process.
- Marketing support scaled from one specialist to two, adding both creative and analytical expertise as the business's needs evolved.

From External Expertise to an Internal Marketing Function

The engagement was ultimately successful enough to change what the company needed from an external partner. As the founders gained confidence in the marketing function, they became comfortable handing over additional responsibilities, including Meta strategy and management. Equivity's role expanded with the business, rather than remaining limited to the original scope.

Eventually, the company was ready to hire an in-house Marketing Manager. At that point, Equivity did something equally important: it helped the client leave well.

The Equivity marketing team and account manager prepared transition documentation and an onboarding and hand-off plan so the new internal team could take ownership of the work. That progression demonstrates the flexibility of the model:

Immediate expertise → Expanded capability → Business growth → Internal team

Equivity was able to provide the expertise the company needed before it was ready to build that capability internally, then support the transition when the company's needs changed.

Key Takeaways

- **Get specialized expertise without building the department first.** The company gained access to creative, analytical, SEO, social, tracking, and conversion capabilities without immediately hiring a larger internal marketing team.
- **Move from strategy to execution quickly.** Equivity established a Meta Business Manager strategy within one business week and a content calendar within two weeks.
- **Build around complementary expertise.** Adding a second specialist gave the company dedicated creative and analytical capabilities rather than relying on one generalist.
- **Tie marketing activity to business outcomes.** The engagement contributed to 36 classes sold within 60 days, $10K in sales, and zero planned programming cancellations.
- **Scale resources as the business changes.** Support grew from a 10-hour plan to 30–40 hours during higher-demand periods.

- **Build a function that can eventually stand on its own.** When the company was ready to hire internally, Equivity supported the transition rather than treating the end of the engagement as the end of the relationship.

Could This Model Work for Your Business?

A growing company doesn't always need a full marketing department. But it does need the right capabilities at the right time. For this STEAM education startup, the immediate need was not simply more marketing activity. The company needed experienced people who could establish the infrastructure, execute the work, measure what was happening, and adapt as the business grew.

Equivity provided that capability without requiring the company to build the entire function internally from day one. The engagement started small, expanded as the business demanded more sophisticated support, and ultimately helped the company reach the point where it could bring marketing in-house.

For businesses facing a similar gap between where they are today and the marketing capabilities they need to grow, Equivity provides a flexible way to bridge it.

Contact Equivity to learn how a dedicated marketing team can support your business's continued growth.