

## KJ Media enjoys **improved metrics** on paid advertising engagements and **grows its business** thanks to Gravity Rail Media's digital marketing strategies.



### Situation

In 2018, KJ Media, a digital marketing advertising agency for the trucking industry, needed assistance delivering paid advertising services to its expanding client base. The agency attempted to handle the workload in-house, but it needed additional resources and skills to achieve its business growth goals. That's when KJ Media heard about Gravity Rail Media, a branding, design, and marketing strategy agency founded by Cliff Jackson.



**KJ MEDIA NEEDED ADDITIONAL RESOURCES & SKILLS TO ACHIEVE ITS BUSINESS GROWTH GOALS.**

"As a small business, it made sense for us to try Cliff and his team," said Jacquelyn McManus, CEO of KJ Media.

### Solution

Gravity Rail Media started its partnership with KJ Media by handling paid advertisements for its clients through Facebook, Instagram, and Google. Immediately, Cliff Jackson of Gravity Rail Media impressed KJ Media with how adept he was at quickly familiarizing himself with what the agency needed.

"Typically, when you bring on full-time W2 employees, it takes a minimum of three to six months for them to be fully ramped up," said Jacquelyn. "Cliff got up to speed where he could handle things on his own within two or three months. He really understood it. We didn't have to train him, and that's huge."

According to Jacquelyn, the experience and skills that Gravity Rail Media brought to KJ Media earned Cliff the nickname "The Wizard." *(continued)*

“

*Working with Gravity Rail Media led us to not even look at hiring a director of digital marketing. Cliff and his team fill that void for us. We were actually able to grow the business because of Cliff.”*

**Jacquelyn McManus**  
CEO, KJ Media

## Solution *(continued)*

“Cliff’s really easy to work with, and he just has a wealth of knowledge in digital advertising, and that’s someone that you want in your team,” said Jacquelyn.

The digital marketing work that Gravity Rail Media did for KJ Media proved successful: “We were actually able to grow the business because of Cliff,” said Jacquelyn.

Gravity Rail Media’s strong communication removed any hesitancy about outsourcing work to a contract company instead of directly overseeing an in-house employee.

“I have just a full understanding of what’s going on day-to-day,” said Jacquelyn. “You really don’t see the difference between a true W2 employee versus a 1099 contractor at that point, because he’s just so fluid in terms of his communication and availability.”

In addition to now managing all of KJ Media’s paid advertising and media placements, Gravity Rail Media also offers the agency consulting services that have led to an increase in business.



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“I get his feedback on a proposal before I present it to a future client, and it’s helped us be awarded contracts,” said Jacquelyn.

Gravity Rail Media has fulfilled KJ Media’s needs so successfully that it completely eliminated the need for KJ Media to hire a full-time, in-house head of digital marketing.

“Working with Gravity Rail Media led us to not even look at hiring a director of digital marketing,” said Jacquelyn. “Cliff and his team fill that void for us. With Cliff, we’re not getting just a single person—we’re getting a full department.”

## RESULTS

- Skillful management of ads with a proven history of profitability, efficiency, and consistency
- Business growth due to consulting services, paid advertisements, and media placements
- Wealth of experience and skills in strategic digital marketing



## METRICS

Thanks to Gravity Rail Media, KJ Media has seen the following results regarding the ads for one of its major clients:

REACH INCREASED  
BY NEARLY

 **89%**

CONVERSIONS UP

 **70%**

MEDIA SPEND  
DECREASE OF

 **39%**