

# BIG WORD CLUB™

Big Word Club is an evidenced-based digital learning company that improves vocabularies by introducing preschool and early elementary school kids to a new "BIG" word every day.

**Services Provided:** Community Building (Twitter, YouTube, Instagram), Content Distribution (Twitter), Digital Advertising (Facebook, Instagram)

**Goals Achieved:** B2C Sales, Membership Subscriptions, Lead Generation, Followers Growth, Video Streams

**Key Highlights:** Developed a digital integrated marketing strategy aimed at generating sales qualified leads to increase membership and customer retention for digital learning platform, leading to an 11% increase in sales.

<https://bigwordclub.com/>

