



**STEPPED IN AS
INTERIM MARKETING
DIRECTOR**

- *provided messaging guidance*
- *continued daily activities*
- *led PPC campaigns*

the objectives. As Tethr's internal team was going through messaging and brand activities, Launch added a perspective that gave the team reassurance they were on the right track. One initiative that Tethr had planned to start was a pay-per-click (PPC) campaign. Launch led this activity and developed the strategy and plan while also standing up the program. The campaign activities were then transitioned back to the internal team with the guidance they needed to continue PPC success. This enabled Tethr to get their PPC plans kicked off at a quicker pace than they had initially anticipated.

