



Case Studies - Marketing

“Internet Branding and Strategies

Client

A marketing company in the Western part of the United States.

Challenge

Companies that have been in business for years have come to realize that they need to revitalize and re-introduce their brand. They need to reinvent the brand that represents their company and symbolizes their business. Their brand is not only a company logo or the symbol that identifies the product or service. The brand is also a way that the buyer or user perceives the unique added value of the product or service. How do you go about re-introducing a business that has been around for years, but needs a fresh look or new way to advertise? Our client has the answer.

Solution

Businesses seeking to increase market share or penetrate new markets are refining their online presence to boost their exposure to new customers, to gain the opportunity to increase sales and revenue, and to build a stronger sales pipeline. Our Client considered 3 factors in determining how to build an online presence.

1. Web strategy. This includes: Chanel migration, customer segmentation, site performance analysis and competitive benchmarking.
2. Web development. This included: Site design, usability enhancements, content management, and custom content for the industry at hand.
3. Web marketing. This included: Online advertising, Search engine optimization and eNewsletters.

Our client provided strategy, content development, usability, and design services to position the alliance according to strategic business objectives and to create a tailored user experience for specific audience segments.

The marketing strategy promoted the program through print materials, internet materials, and cold calling by Rich Enterprises. We provided qualified appointments and leads for the client. The client’s field sales force conducted in-person appointments and contacted leads in order to convert those contacts into new sales contracts.

Based on the impact and success of the program, the client increased the size of their program from ten hours per week to twenty five hours per week. Furthermore, our relationship with this client exceeded four years.



Results

The benefit to the Client was further penetration within the potential customer base, an increase within their sales pipeline, and strong gains in sales and revenue.