

Client Case Study

LEVELIFT SYSTEMS INC

Maryland's Premier Foundation Specialists



Industry: Construction Services

Situation:

- A 17 year old construction company specializing in foundation repair and reinforcement sought to increase awareness of accomplishments while expanding consumer base
- Required a redefined Corporate Brand Identity to showcase the new company image and position them in a positive manner
- Inconsistent marketing strategy resulted from ineffective customer message and marketing collateral
- Misrepresentation of client resulted from poor online visibility and poorly written content that did not communicate client's history, services, or capabilities clearly

Solution:

- Developed and defined Corporate Brand Identity, including a new logo, which not only reinforced the mission statement, but also increased awareness of offered services
- Designed marketing and sales collateral which included new brochures, door hangers, business cards, sell-sheets and press kits
- Implemented new website which enhanced user functionality and portrayed customer history, information, and services in a clear voice
- Shaped marketing strategy with creation of precise corporate message to the consumer, to help set organizational objectives
- Enhanced client communication to customers by attending networking events and showcasing new marketing and sales collateral
- Increased sales through ongoing custom brand and research development