

Case Study

Start Up

This well-funded start up had a scalable product to take to market. Starting with a consultancy day, we developed a methodology and action plan to take the product to market. We then worked to build their foundation marketing needs and set up a custom partnership to develop their contact with buyers and sales funnels.

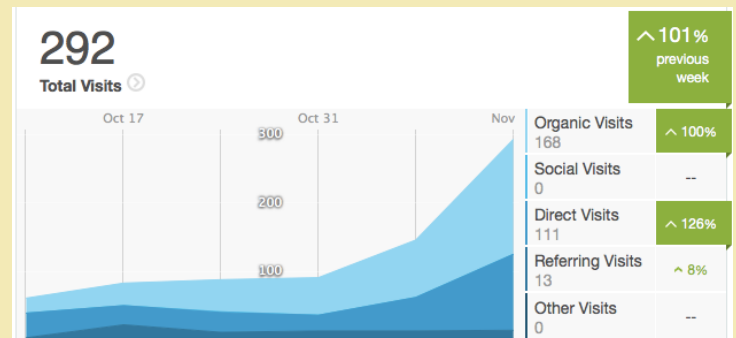
Consultancy and planning

We developed our messaging, audience profile and points of contact. They received a full report outlining methods to take themselves to market. This developed into an action plan, which we now carry out, with them.



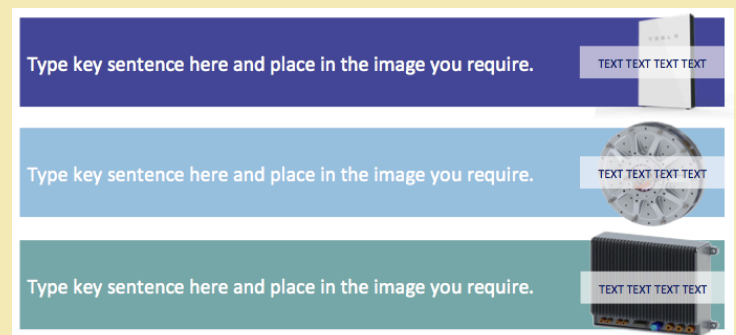
Website

Including design, content, UX. With an ongoing partnership agreement to support their marketing sales funnels and SEO.



Branding

Including logos, colour schemes, guidelines and building up image and media databases for them to use.



Collateral

Including templates to use and collateral such as brochures, exhibition stands and interactive digital

Results

- Extensive collateral and templates
- Branding guidelines and media files
- Established first page SEO ranking (and continuing to build this for an increasing number of words)
- Building points of contact with buyers
- Set up of marketing automation tools