

# Marketing Strategy Support




VIP

VIP SOLUTIONS CASE STUDY






## BACKGROUND

Our service provider client needed support with a complete rebrand, including a website launch, a logo revision, and marketing collateral creation. Our team provided strategic recommendations and executed creative services.

## OBJECTIVES

-  Refresh the brand's logo to emphasize the company's vibrant, forward-thinking vision
-  Expedite the launch of the brand's new website
-  Develop marketing materials for sales team use

## SOLUTIONS

-  Created 10+ logo design options to refresh the brand
-  Project managed website launch, including writing copy, executing design changes, and providing recommendations for improvement
-  Implemented search engine optimization strategy
-  Implemented website analytics, including Google analytics and heatmapping
-  Designed one-pagers, marketing decks, booklets, and business cards to communicate the brand's vision and services

**Business Services**  
INDUSTRY

**15**  
EMPLOYEES

**\$2M**  
ANNUAL REVENUE

**Expedited website launch and developed new marketing collateral**