



# Marketing Case Study

INDUSTRY: IT

## RESULTS

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ECS's client launched a new website that was aesthetically pleasing and contained compelling and intuitive information to effectively serve as a business development and sales tool. This has translated into more qualified leads flowing into the company.

## BACKGROUND

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This company in the B2B IT industry approached ECS with a need to update both its messaging and positioning in the marketplace. The company had a dated website that featured complicated and technical information that simply was not fulfilling its role as a business development driver.

## OBJECTIVES

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ECS was tasked to lead the following:

- Assist in the development and re-launch of a website
- Position the company and its leadership team as the industry leaders and go-to experts
- Reorganize website flow and develop compelling content, while ensuring SEO optimization
- Develop strategic email communications campaigns for to be used as sales tool

## SOLUTIONS

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ECS first conducted a strategic session and gathered input from senior management, other team members, and past clients. ECS analyzed the competitive landscape and then developed the key value proposition and USP (unique selling proposition) for the client that translated into web content.

*"Our website needed compelling messaging that showcases our difference in the industry. We now have messaging that we use on all marketing collateral – it also helps our sales process immensely."*



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# Power your company's profitability and growth.

*Are you challenged to find the right people, processes, or technology to accomplish your goals?*

## **Business leaders turn to ECS to guide them to the right path for success.**

Our seasoned functional experts work alongside your team to make lasting and meaningful advancements that align with your goals. We focus on *empowering people* to become part of the change that drives a business to the next level of success.

**Finance | Operations | Marketing | Sales**  
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*"We highly recommend ECS to anyone who is serious about making changes in their company to take them to the next level."*

## **Across functional areas, key offerings include:**



### **FRESH EYES**

Our Fresh Eyes review uncovers the pain points within an organization across all functional areas ... and exposes the underlying cause.



### **FRACTIONAL SUPPORT**

Add experienced talent to key functional areas of your organization - for any amount of time you need.



### **CXO**

Fulfill a crucial strategic role, such as CFO, COO, or CEO for a defined period of time with a top-notch expert.

Each client engagement is customized as we find the unique path that will guide a client to business transformation and accelerated growth.



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