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# Case Study

## Unifying a Company's Brand to Build a Lead Generation Machine

### Challenges

#### Consolidating websites & messaging to create a unified brand

Our client provides technology solutions for the public safety space as well as the U.S. Department of Defense. Their various offerings and specialties were divided along product and industry lines across three different websites. We set out to rebrand the organization and unify the client's overall message, value proposition, and web presence before eventually building a lead generation machine.

### Approach

#### Improve the company's online presence to differentiate against competitors.

The most challenging task was merging the three existing websites into one, cohesive site. Showcasing all of the company's core offerings and addressing their various audiences, required our team to develop clear messaging guidelines and unique customer journeys.



We then devised a web and lead generation strategy that better positioned the organization against their competitors and sought to increase their share of the market and drive new business.

## Solutions

### **Renovating website and adding lead generation to expand brand awareness**

TribalVision began the rebrand by undergoing a comprehensive messaging exercise which ultimately produced a core messaging document outlining all of the organization's core offerings, services, and value propositions. This messaging eventually came to inform every piece of the website and lead generation build out. Our team then moved forward with building an entirely new site with a clean, modern look that matched the messaging rebrand and clearly distinguished between different target audiences. The new website consolidated three existing disparate websites all under one umbrella.

- Newly developed branding elements established during the website project were then deployed across promotional assets, trade show booths, and other marketing initiatives.
- TribalVision then developed multi-channel lead generation campaigns, including via email, paid search, and industry publications that promoted the new brand.

## Results

### **Using lead generation to increase traffic.**

- Since launching paid search advertising, the channel has generated new leads at a rate of ~3 per month.
- Utilizing paid email placements through 2 popular industry publications, we further extended our reach by generating 96 new leads from the first publication advertisement, and an additional 61 leads from the second.



- TribalVision also launched a multi-touchpoint email series to the client’s existing database of ~4,000 contacts, which generated 24 new MQLs within a 3 month period.
- Finally, we deployed a multi-touchpoint email prospecting series to a cold list of 20,000+ contacts. With only 2 emails sent to date, the campaign has already yielded 37 new leads.



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#### **About TribalVision**

As an outsourced marketing department for hire, TribalVision’s mission is to help companies grow. This is achieved by combining intelligent strategy with tactical execution in a hands-on, results-driven manner. TribalVision utilizes its clients’ marketing budgets as efficiently and intelligently as possible – ensuring that each dollar spent maximizes awareness and generates new business. TribalVision’s unique marketing model is designed to fully align interests with client outcomes – guaranteeing an objective, client-first partnership. This is demonstrated in the firm’s fee-based compensation structure, “roll up your sleeves” mindset, metrics-driven approach, and role as a trusted marketing resource tasked to help navigate organizations to higher grounds. To learn more about TribalVision, visit [www.TribalVision.com](http://www.TribalVision.com).

