

CUSTOMER SUCCESS STORY



CHALLENGE

EcoGroup have a great heart and soul. They recycle bricks, roof tiles and other building materials for re-use as new products. They have been bustling along like most small businesses and knew that their identity was letting them down. They had so many ideas and products that their market: architects, builders, landscapers would struggle to understand their offering.

APPROACH

We worked with Marina Ward the Business Development manager a few key projects:

A SMP - strategic marketing plan that would set the direction for the business and identify what needs to be done

A branding refresh - we worked with Luke from DesignbyBird to develop a set of key templates, and tools including website redesign, tender templates and product sheets so that the EcoGroup communication and brand was always clear and consistent.

We engaged Sally Cameron Copywriting to communicate the value proposition statement and key copy for the website.

RESULTS

Refining the brand and creating a new website, articulating the value proposition of EcoGroup, as well as setting up a marketing and sales system for the business.

We continue to consult to Ecogroup and now are excited to set up new products on the website.

WE DELIVERED

- Marketing plan
- Digital Strategy
- Brand Strategy
- Outsourcing

WHAT OUR CLIENT SAYS:

"Our business was struggling with its brand and identity due to the organic growth of the business and the provision of new products and services. Dan assisted us to simplify our brand, streamline our marketing plan, automate our social media marketing and build a customer centric website."
Marina Ward, Ecogroup

