

# The client

Residential architecture firm



Founder and CEO



# TAG MARKETING **SERVICES**

B2C Marketing partner



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Data-driven marketing experts helping brands make smarter decisions

www.tagmarketingservices.com

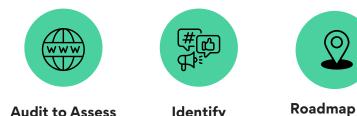
### **CHALLENGE**

As the company sought to venture into a new business category, they needed to **reposition their marketing** strategies to align with this new direction.

### SOLUTION



We began by conducting a marketing audit to understand current efforts and performance. This included a review of the website, social channels, and customer lifecycle journey. Through the audit we identified growth opportunities and implemented a road map to revamp their marketing to align with the new direction they were looking to expand into.



Identify **Opportunities** 



Roadmap for **New Direction** 

# AUDIT RESULTS

**Current Efforts** 

#### **Refresh unique selling proposition**

The audit revealed clear differentiators that add value to their clients. however these were not front and center across the brand collateral.

### **Opportunity to increase brand awareness**

Several brand awareness opportunities came up as a result of the audit such as optimizing organic social channels, PR focus in the B2B space, and developing a blog with SEO optimized content.

### Increasing brand trust

Identified a quick way for client to increase brand trust by adding reviews and customer testimonials to site.