

An architecture firm

Marketing audit case study

The client

Residential architecture firm



“The most important thing was the level of care that she brought to our project”

Founder and CEO



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.



Audit to Assess Current Efforts



Identify Opportunities



Roadmap for New Direction

AUDIT RESULTS

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.

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