

# An architecture firm

## Identifying brand awareness opportunities

### 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.

## TAG MARKETING SERVICES



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