

Unifying the Brands

A marketing lead management company transforms its branding and web presence to better connect with customers right across Canada

Challenge

A national marketing lead management company was utilizing multiple consumer brands in a “shot-gun” approach to attract customers. The lack of consistent branding resulted in higher costs and business challenges that led the company to unify its brands under one umbrella.

Solution

The company began to develop and implement a cohesive branding strategy, spanning website user experience, social networking, search engine optimization (SEO), content management, television and other offline marketing mediums. The company met with its Direct Response Media agency to plan and produce a new television commercial featuring a refreshed look consistent with the branding. A media strategy was put in place and marketing budgets allocated for the rebranding launch. When the new branding strategy was deployed online, the media strategy was initiated across all marketing mediums including content, pay per click, social media and television.

Outcome

Today the one chosen brand reflects the company in a unified, consistent manner; improving national brand awareness and customer perception. By consolidating the marketing spend and utilizing economies of scale, overall costs have come down while volume has increased. The call centre experience for the agents and customer is more cohesive with no brand confusion and resulted in an increase in call centre conversions.

For more information, please visit www.allanlevine.com or contact;

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