



BRAND & COLLATERAL REFRESH

An existing steel fabrication company, Watkins Steel wanted an extra punch to their sales and brand collateral to help stand out from the competition. Working closely with the client to ensure all technical aspects hit the mark, TLS Marketing developed a marketing plan to attract new customers and retain their current ones.

The Target

Prospective customers requiring steel manufacturing and handling services with emphasis on loyal customers.

The Background

- The existing online presence that was getting lost in the industry clutter
- The client had an existing brand and logo, which required our help to improve their profile
- Need for an ongoing marketing plan to increase acquisition of new business

The Challenge

- There was a broad collection of sales, marketing and brand collateral that required attention and clarity
- Limited budget constraints
- Content needed to be comprehensive but easy to understand from a customer's perspective
- Client needed to be able to continue producing marketing material without having to approach an external party to assist
- The business was using innovative technology that was difficult to explain simply



The Strategy

Produce a comprehensive marketing plan for direction to target their key customer base.

- Create a cohesive branding update to cover all aspects of the client’s collateral and online presence
- Produce additional collateral suite with updateable elements (e.g. newsletter template, email signature)
- Provide ad hoc marketing coaching services to provide the client with the confidence to continue marketing consistently
- Work closely with client to write concise and easy-to-understand sales collateral
- Provide client with an easy-to-use website platform where updates could be made in-house, as required with a simple guide
- Create a cheat sheet for the client on how to get the most from the website and online advertising

Brand refresh results:



Presentation Folder



Letterheads



Business Cards



Social Media Banners



Case Study

The Result

Utilising the existing logo TLS Marketing made Watkins Steel’s collateral sing with bold creative that pushed the boundaries in their conservative market.

For more information on how TLS Marketing could help your business, contact John today.

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