



CONSISTENCY

“Vantage helped us with everything from e-learning design to patent rights to brand architecture. Their team has been a huge support as we scale our venture to new heights.”

Introduction

The media and advertising industry is flourishing. However, with the lucrative opportunities comes a horde of competition. Our client did very well for themselves securing a sizeable seed fund in the first round. When it came to brand building, they had the strategies down but needed a strong marketing partner to help them with the execution of their strategies - at a reasonable rate. The client had two constraints - budget and time.

Challenges

The client had a robust tech team, but lacked marketing expertise. When they came to us, their website was struggling with poor rankings from grey hat SEO practices in the past. They also needed a large bank of content before they commenced their outreach activities as they wanted to build valuable, high fidelity e-learning content for their customers. That would be the 'draw' for potential buyers.

Solution

This was a turnkey project rolled out in four phases:

- A.** Phase 1 was to include SEO cleanup, organic links and content creation across all their offerings.
- B.** Phase 2 involved creating foundational guides, filing for government permissions and building case studies, white papers, auto-response emailers for different user scenarios as well as video scripts and consumable content.
- C.** Phase 3 was for building comprehensive e-learning modules, cheatsheets, learning outcomes and sales funnel content for the website to enhance the customer experience.
- D.** Phase 4 took us into maintenance mode. We staggered

content-sharing over different social networks, bookmarking sites, and other avenues to generate interest, add value and attract customers.

Implementation

Each phase required a defined scope, timeline as well as specific deliverables. We helped the client create an overall strategy for tackling the massive volume of content generated so that it could be repurposed and kept current over time.

At every stage, we involved the client as a key partner in the content creation process to help understand their audience, platform and unique professional needs.

As a startup, they had some basic brand assets, but by-and-large, they had no consistent brand architecture. As a value addition, wherever we found that an element was missing in the overall architecture, we took the initiative to find an appropriate solution.

Results

Although there were some growing pains, this project continues to grow every year. We were able to iron out a lot of the early-stage issues and isolate a seamless brand voice for the venture.

Working on this project was challenging and exhilarating in equal amounts! Working with limited funding and resources forced our team to tackle problems creatively within the means we had at our disposal. Over time, we built a sizeable bank of information that - to this day, continues to draw visitors to the client's platform.

For more information about our brand architecture and content work, please contact us at the email listed below.