

New Marketing
Strategy and Website
Communicate Benefits
to Prospective Buyers

AT A GLANCE

Challenges

- Outdated marketing & website
- Lack of clarity about customer perceptions

Benefits

- Improved marketing strategy & focus
- New website structure aligned with customer journey



"There was no cohesive campaign around our services. We didn't know what our clients thought and liked about us, and their perception of how we can service their various needs."

Karl Kispert

Infoaxis

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BACKGROUND

Infoaxis is a New Jersey IT company offering cloud, cybersecurity, and managed IT services. It is a privately held company with a long track record of success, including past recognition on Inc. Magazine's list of the fastest growing US companies.

CHALLENGE

Company president and CEO, Karl Kispert, contacted Advantage Marketing for help bringing its marketing and website up to date. Given the rapid changes that occur in the IT industry, Karl felt the company's marketing needed to be more tactical to respond to IT trends, products, and services in the short term.

"There was no cohesive campaign around our services. We didn't know what our clients thought and liked about us, and their perception of how we can service their various needs. We also needed someone with a fresh perspective," said Karl.

PROJECT

Loraine Kasprzak, managing director of Advantage Marketing, interviewed multiple stakeholders at Infoaxis as well as its key clients. She shared the company's goals and requested feedback from the clients. The responses provided the leadership team with insights into how the company's message was conveyed and perceived. "The client interviews also revealed how they thought of us as a partner, which from a marketing perspective is important," noted Karl.

Loraine then put together a marketing strategy for short-term activities, including a brand messaging based on client feedback. The goal was to attract prospects to the Infoaxis sales funnel, by positioning the company as one that brings relevant knowledge and expertise about IT to its clients.

RESULTS

Advantage Marketing advised the website developer on a new website structure, one aligned with the customer journey. This structure was designed to lead the prospective customer to know, like, and trust Infoaxis, and then engage further with the company's content. AM also wrote much of the site's new content, designing it to provide valuable problem-solving resources to site visitors. Moreover, the site's calls-to-action were designed to improve inquiry and conversion rates, and a resource center with thought leadership (such as white papers and case studies) was developed to keep the company top of mind among prospects and clients.

The marketing plan also included email marketing, LinkedIn campaigns, and publishing thought leadership pieces to share on social media to raise awareness of the Infoaxis brand and drive traffic to the website.