



Case Study

Castagna Consulting Group

Objective

Create market leader positioning and increase sales leads for independent construction consulting group. Position as an industry expert by leveraging a new brand identity, defining design direction, elevating website presence and implementing a strategic online marketing plan.

Solution

Brand positioning discussions with client guided the design and launch of a new website and digital content strategy aimed at educating and informing target audiences and positioning Castagna as an industry thought leader. The new web site design enhances user experience through creative digital design, photography, typography and intuitive information architecture. The digital platform introduced provides tools for self-management of dynamic content updates.

Results

The new website and integrated brand identity successfully differentiates the Castagna brand from the competition while securing new industry followers and inbound leads.



Website

