



MITYLITE CASE STUDY

OPPORTUNITY

MityLite came to pivot their brand into an entirely new and lucrative market. Having established the enduring nature of their product, they also wanted to appeal to a more trend-conscious crowd. MityLite wanted to keep their reputation as a company that produced durable products, but they also wanted to be perceived as young, contemporary, and hip, while growing their company and seeing a steady increase of sales revenue and lead generation.

STRATEGY

- Extensive research with dozens of designers and other architectural firms
- Redesign of the MityLite logo and transformation of an antiquated brand to make a fresh, bold statement
- A new tagline: "Durability by design"
- Marketing automation, email marketing, search engine optimization, and content marketing
- Overhaul of the website to make it more mobile friendly and conversion minded, including use of heat-mapping tools and the introduction of the "Request A Quote" function available on every page

RESULTS

- Sales revenue growth of more than 15% in three months
- Site traffic increase of 41% year over year
- Overall leads increase of 35% year over year
- Over \$300,000 worth of new business incremental growth in a single month year over year through our digital marketing efforts

