

case study



[enlightened marketing]

603.369.3588 | hello@skaworks.com

How should my business look online? Whether you've been around for decades, or are just getting started, companies that spend most of their time interacting with customers and stakeholders in the "real world" eventually need to answer this question.

challenges

Nancy Carlisle started Nancy Carlisle Interior Plantings in 1983. Since then, she's been improving the interior plantscapes of businesses throughout New Hampshire and building her business mostly through the referrals of happy customers. In 2008, she decided that it was time for a website. But she faced several challenges:

- Effectively convey her high-touch, sophisticated but approachable brand in a medium that is, by definition, low-touch and a bit cold.
- Give prospects a resource of information about the business when considering utilizing the services of Nancy Carlisle Interior Plantings.
- Convince skeptics who are involved in the purchase decision about the benefits of plants in a commercial setting.
- Provide some additional exposure and brand awareness for the business.

solution

With careful collaboration with Nancy, ska works was able to provide Nancy with three initial design options for the website. While all three addressed the challenges, she felt that one in particular portrayed the most accurate representation of her brand.

ska works also provided text for the site that described the business and the services offered, but perhaps more importantly, answered the question, "why interiorscape?" This section outlines the benefits to the client upon including plants in their facilities.

results

Nancy has received positive feedback on the website and continues to incorporate her web address into new marketing collateral.

tactics used

- The site was built in PHP to facilitate the "Contact Us" form.
- Site content was developed with SEO best practices in mind, including links to external, affiliate sites, use of key search terms in site text and appropriate meta tags.
- Hosting is provided by a recommended vendor, and includes domain registration, business-level email capabilities, website traffic statistics, and search engine marketing resources.



sara adams – ceo, marketing maven
603.369.3588
sara.adams@skaworks.com



experience

With a degree in finance and a passion for marketing, Sara created a diverse career that included work in marketing departments as well as agencies. In that time, Sara became frustrated by the lack of resources that took the approach of applying market intelligence to promotional initiatives. To fill the void, she started *skaworks*, providing impactful, strategic marketing services to businesses throughout New England.

She brings her broad experience and skill set, as well as her insatiable appetite for success to every *skaworks* project.

And each initiative is supported by a diverse and talented group of graphic designers, web developers, copywriters and print specialists.

what we do

Sounds cliché, but at *skaworks* we like helping clients achieve their business goals. We endeavor to attain those goals by pulling from a full toolkit of marketing tactics, including:

- advertising
- branding
- collateral
- direct mail
- email marketing
- market research
- event marketing

- pay-per-click/search engine optimization
- public relations
- website design

our approach

What does our tagline, “enlightened marketing” really mean? Every business has an 80/20 rule. At *skaworks*, we believe the 80/20 rule in marketing is that folks usually spend 80% of their time focusing on the piece that only has 20% of the impact – design.

Marketing is about saying the right thing, to the right people in the right way. If you’re not doing that, the best

design in the world won’t save you. By including *skaworks* in your marketing planning and execution, you can make your initiatives more effective. And who couldn’t use a little more bang for their buck?

contact us

Talk to us about your under appreciated company, the exciting new product you plan to launch, or whatever is on your mind. Even if it’s beyond the powers of marketing, we promise to listen.

ph: 603.369.3588
em: hello@skaworks.com