



CLIENT CASE STUDY

TRIBUTE MEDIA

Industry: Website Consulting

Time Frame: Spring 2010 to Current

Before: the problem

Why did you hire Tricycle?

"We didn't really know who Tribute Media was or what we do. We thought we were a web marketing firm but that didn't always fit when it came to selling our services to our prospects. We didn't have a clear positioning statement that let people know why we were different and who our target market was. We didn't understand what our values were and why it was important to find clients who shared our values."

Middle: the experience

Describe your experience while working with Tricycle.

"We used to think we were a web marketing company but through the branding exercises with Justin, we realized we are a web consulting firm. We carried through our new branding to a new website and logo so we could do a better job communicating who we are. Justin and Tricycle did an amazing job of helping us "see the light" when it came to figuring out what we really do as a company. Justin also helped us identify who are target market should be (people who share our values) and what exactly those values are. He did a great job of managing everyone's input into a understandable marketing strategy that made sure everyone on the Management team was on board. Had he not done the branding sessions I'm not sure that everyone on the team would have supported the new positioning."

After: the results

How are things different as a result of working with Tricycle?

"They helped identify our true brand identity. This has helped us be able to better communicate who we are to prospects and current clients. This has helped us secure more client leads and increase sales. It has helped us create a true marketing plan in order to achieve long-term goals for the company. The company feels more cohesive under the new identity."



Tricycle

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