

## The Business

A company employing 5 people and specialising in the design of websites for three markets: Small local businesses, charities and marketing agencies.

They used an open-source website development platform that is linked to the Microsoft .net architecture.

## The Problem

The business had stopped growing. The marketplace was changing, with small local businesses now comparing the costs of bespoke development with a plethora of online, low-cost, do it yourself website platforms. The company's offering in the charity and agency sectors was undifferentiated.

The owner knew that the company must start to win larger, more complex projects to grow.

## The Solution

Following initial review and discussions we helped the owner to:

1. Create a Marketing Story that identified a niche, pain and proposition that would lead to bigger projects
  - a. The technology they use is favoured by the people who run IT in large corporates;
  - b. Large corporates use design agencies to develop branding and websites and these agencies don't often have the necessary skills;
  - c. These projects often run into trouble and threaten the whole agency account – so they look for someone to help them out of the hole
2. Develop a One-page Strategy that provided the business with the necessary credibility, capability and positioning to win these projects
  - a. Top-level certification in the technology and prominence on their partner page;
  - b. Solid project and quality techniques expected by corporate clients;
  - c. Active marketing to agencies and corporates based on technical excellence in the technology concerned

## The Result

The client has resumed steady growth and is working with a growing portfolio of agencies and blue-chip end users in their target space.