

Improving brand presence for a leading PLM vendor



The client, a PLM vendor focusing on the apparel/retail segment wanted fresh design layout templates for white papers and case studies that they were using in their marketing programs

Business Challenges

The client regularly engaged in creation of white papers, case studies as a part of their marketing programs. Over time, the effectiveness of their programs was waning and they wanted to bring in completely revamped design layouts into their white papers and case studies.

Solution

- We revamped the templates that they were using for white papers and case studies and brought in unique branding elements across these documents
- We presented 4 options, from which one was chosen and finalized
- Based on the finalized theme, we converted some of their existing white papers and case studies to the new format
- We revamped the templates that they were using for white papers and case studies and brought in unique branding elements across these documents

Benefits

- Improved branding presence with a far better visual appeal in their documents
- Their marketing programs with the new documents delivered improved responses.

“

The new design templates were very well received by our management as well as our prospects & customers. We really appreciate the quick response times and professional approach

”

Chief Marketing Officer,
at leading PLM vendor

Contact Us

- ✉ sales@xenia-consulting.com
- 🌐 www.xenia-consulting.com
- 📖 blog.xenia-consulting.com
- 🐦 twitter.com/xeniaconsulting

About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels. We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.

