CASE STUDY – CONSTRUCTION FIRM

A construction company with offices in Hampton Roads, Richmond, and Northern Virginia had a solid track record of commercial and residential installations in Virginia Beach, Hampton, and the greater Richmond area. They wanted to begin focusing on larger scope government and military projects. Upon the recommendation of a mutual contact, they contacted us to overhaul their website.

We started by redesigning their site with a more modern look that showcased their past work, areas of focus, current projects, community involvement, and full range of capabilities. Throughout the project we corresponded and frequently met with the Vice President charged with overseeing the website redesign and his team. During the project, we recommended that they leverage some of their social media sites that had gone dormant. They assigned a team member to run their social media accounts and now they're a great complement to the new website and representative of their business.

After the website was completed and launched, we worked with the firm to redesign their marketing collateral. This wasn't part of the initial scope of work, but it's pretty common when we're hired for a project. From brochures and signage for a trade show they were attending the following week, to a redesign of a Power point presentation that they would use in new business meetings, our familiarity with the business and their work made us a great candidate to handle these new priorities.

We use this company as a case study because while they weren't a full time client on a monthly retainer, we were consistently working on projects with them after the initial website was completed. In cases where we're not needed day to day or week to week, we're happy to step in and complete work as needed. Being able to offer a full range of design and build services makes Skipjack Media appealing to our clients because they don't have to shop around and deal with multiple firms—instead, they let us serve as their in-house marketing department.