

### CASE STUDY

# **GROW SOCIALLY HELPS REBRAND PELHUGHES**AND REINVIGORATE THEIR WEBSITE



## GrowSocially Helps Rebrand PelHughes and Reinvigorate their Website

#### GROW SOCIALLY | GROWSOCIALLY.COM

Brian Hughes, of New Orleans-based PelHughes, LLC, needed a partner to help him update the company's messaging and website. "Our website was antiquated," he notes. "We hadn't touched it since '07 or '08."

PelHughes offers a full menu of print and marketing services to its customers. But their own marketing and web presence needed a boost.

#### The Transformation

"Conventional mailing and fulfillment services still have an important role to play, but marketers don't really spend a lot of time thinking about mail or fulfillment. They are often considered a commodity service to be procured... at the best possible price. This is a problem for these service businesses."

- John Foley, Business Transformation

In 2007, this 60-year-old print company officially made the switch to a solutions provider. They understood that updating their service offering to reflect the changing marketplace was critical to their future success. As part of this change, they rebranded with a new logo and website, and updated their messaging to reflect their new service menu.

But, Hughes says, once the rebranding was complete, they didn't touch the website for the next six years. Their web content and site design was stale and outdated, with little activity and not much to share through social media channels.

Hughes also had a marketing issue. "We'd been adding services and transitioning from a print provider to a marketing services provider over the past several years," he says. "But marketing our new brand and telling customers about our new services has been a challenge."

They also invested in a lot of software, hardware, and talented programming staff to offer cross-media and value-added services to their customers, such as their tradeshow printing service. Few of their customers knew about this service, or what else PelHughes had to offer, because the company didn't quite know how to come up with the right way to communicate those services.



The PelHughes team recognized that they needed to make an investment in better marketing and branding; they just weren't sure how to implement the changes. How should they offer the new services to their customers? How should they price them? How could they properly execute their new brand and message?

#### Grow Socially to the Rescue

Hughes heard about Grow Socially's services through trade journals and social media, and knew they'd be the right partner for his company.

"They were familiar with our marketplace and what we were looking to do," he says. "We knew they could help us present ourselves as a marketing service provider instead of a print provider."

Grow Socially's team quickly identified areas in which PelHughes needed some help. The company's internal resources were limited, making it difficult to focus on their own marketing while also giving their clients' brands the attention they needed.

Hughes says Grow Socially took the reins and steered PelHughes toward a more effective branding, messaging, and marketing strategy. Grow Socially educated the PelHughes team on best practices, while optimizing the company's outdated website and offering fresh content.

"We've received a lot of compliments on the website," says Hughes. "We'd never heard that prior to working with Grow Socially."

Grow Socially takes care of blogging and monthly email newsletters for PelHughes, creating fresh content that the company can share on its social media channels. This regularly-updated content has helped build engagement and get responses from their customers and social media audience.

This content marketing approach, by providing valuable information to PelHughes' customers, has helped position the company as thought leaders in the industry.

The help and advice Grow Socially provided has given PelHughes the confidence to move forward

Hughes says the results have exceeded his expectations. The wins PelHughes now gets are bigger, and their customer relationships last longer. The improved marketing has helped turn their little-known tradeshow printing service into a great income stream, and their customers are better educated about their other services.



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Hughes advises any company looking to make the fulfillment-to-marketing service provider transition to consider Grow Socially. Their friendly, knowledgeable team acts as a partner to help you come up with messaging, content, and design so you can effectively reach your customers -- and attract new ones.

