

# CASE STUDY



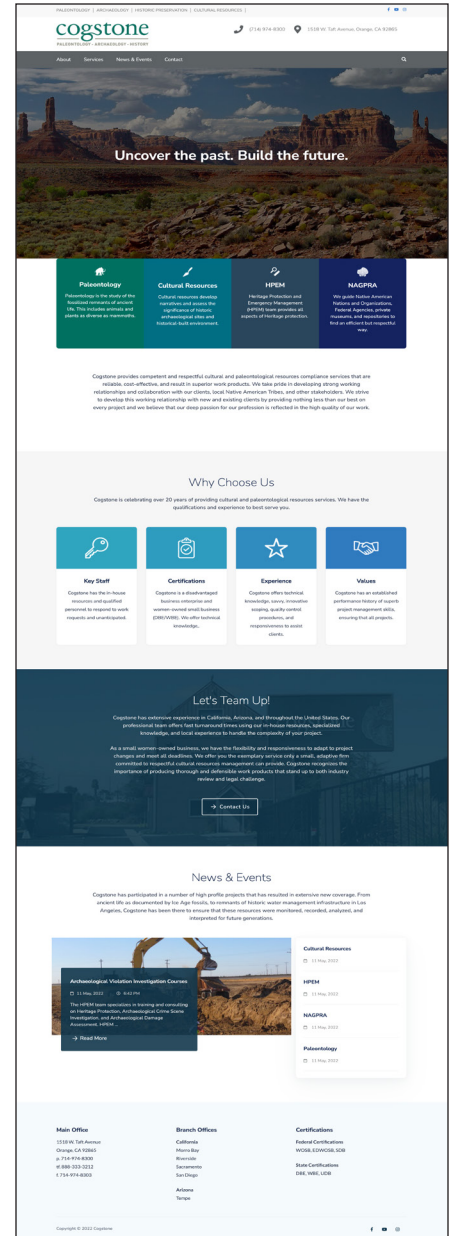
## Bolstering Marketing Efforts with a New Website Design

Cogstone Resource Management, Inc. was looking to refresh their brand and focus on their marketing efforts as they celebrated their 20th anniversary as a firm. As a company of archaeologists, Cogstone is a brand built on preserving the past and our team wanted to honor and incorporate Cogstone’s history while still looking toward the future.

Avid Core developed a comprehensive marketing plan for Cogstone to showcase the company’s successes, generate more impressions, and maximize exposure. Our approach outlined goals, provided a Strengths, Weaknesses, Opportunities & Threats (SWOT) analysis and defined measurable target outcomes. The plan was designed to complement Cogstone’s existing marketing activities and to serve as a practical guide for implementation.

The marketing plan was adopted by Cogstone’s Board of Directors who were so pleased with the final product that they expanded Avid Core’s scope of work to include tactics for plan implementation, including social media management and a website redesign.

Avid Core is now in the process of redesigning Cogstone’s WordPress website to increase awareness of and foster understanding of the organization’s value proposition. We conducted an assessment, created a staging site, and facilitate bi-monthly meetings to review new page concepts. Our team is responsible for designing web assets to ensure the new site is accessible and encourages visitors to learn more about the firm’s services. We have accelerated the design process by hosting live editing sessions and trainings for the Cogstone Website Committee, as well as presented a website launch plan so the firm is ready for the go live date.



### CAPABILITIES



Website Content Management



Digital Marketing



Design



Message Development



Social Media



Strategic Planning