

CASE STUDY



SOCIALEYES
Solutions

SOCIALEYES HELPS PARLITE SOLUTIONS REBRAND AND BREATHE NEW LIFE INTO THEIR WEBSITE

"Their extremely knowledgeable team are experts in marketing. They help us come up with messaging, content, and design so we can serve our current audience and attract new customers."



JOHN ROBERTS
CMO



THE PROBLEM

In 2005, Parlite Solutions, a 50 year old print company, made the switch to becoming a marketing service provider. When this happened, they understood that it was crucial for them to update their service offerings to reflect the current marketplace. As part of this change, they freshened up their website complete with new branding and a logo.

After the re branding had been completed the website wasn't touched again for close to 15 years. The content of their website along with the design were completely outdated. The site showed no current news or information for them to share through their social media channels. They also faced a marketing issue. "We wanted to add services and transition from print provider to a marketing service provider," says John. "But marketing our new brand and telling customers about the new services we offer had been challenging."

THE SOLUTION

Parlite Solutions realized they needed to invest in better marketing and branding. But they were unsure about how to implement the changes effectively. They were also uncertain about how they should advertise their new service offerings, how to price them, and how to properly execute their new brand message.

"THEIR TEAM TOOK THE REINS AND STEERED US TOWARD MORE EFFECTIVE BRANDING AND MARKETING."

John heard about SocialEyes through industry trade journals and knew right away that they would be the perfect fit. "They knew our industry and what we wanted to do," he says. "We knew they could help us position ourselves as a marketing service provider and not a print service provider."

The team at SocialEyes immediately went to work and discovered areas where Parlite Solutions needed help. They also educated Parlite's employees on best practices while optimizing the company's outdated website. "They were amazing to work with," John says. "Their team took the reins and steered us toward more effective branding and marketing."

THE RESULTS

The content marketing strategy put into place by SocialEyes has helped position Parlite Solutions as thought leaders in their industry. The assistance and advice given to them provided the company with the confidence they needed to move forward.

"We've been receiving so many compliments on our new website," says John. "We had never heard anything before working with them."

SocialEyes takes care of blogging and monthly email newsletters for Parlite Solutions. They create innovative, fresh content that Parlite shares on their social media pages. This regularly updated content has benefited Parlite Solutions extremely well. It has allowed them to grow their audience on social media and build engagement with their customers.

John says that the results Parlite Solutions experienced have far exceeded his expectations. The new marketing strategy put into place helped turn their small print service into a great source of revenue. He advises any company seeking to make the transition from fulfillment to marketing service provider to choose SocialEyes. "Their extremely knowledgeable team are experts in marketing," he explains. "They help us come up with messaging, content, and design so we can serve our current audience and attract new customers."

READY TO TAKE YOUR WEBSITE AND BRANDING TO THE NEXT LEVEL?

Reach Out!

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