



How S.O. Creative helped a great little SEM company earn big.

In a world of instant analytics, online conversions and all things digital, you still need a stellar brand.



IDEAS *that* DRIVE BUSINESS

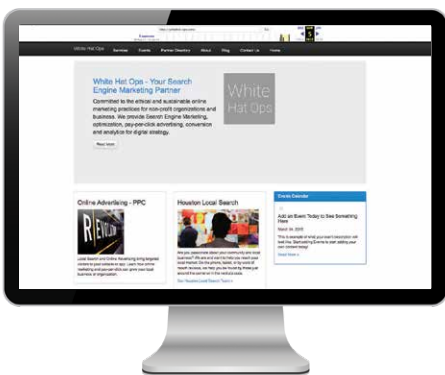
The Situation – Turning an Underdog Into a Top Dog

White Hat Ops (WHO) is a startup company with a well-known and respected leader, a track record of successes, a reputation for ethics, and deep knowledge of the industry that they are ready to share. However, after 18 months as the underdog in an extremely competitive market, they were not getting their share of new business. In fact, they were lagging behind in acquiring the critical leads that generate growth.

Since WHO did not have their own staff of sales reps, they made the key decision to dial up their identity level with a complete rebranding, putting a strong focus on the web site, retooled for lead generation. To carry out this massive changeover, they chose S.O. Creative as their creative and strategic partner. The outcome? Great big results in traffic, new business and revenue.



Logo Before Rebrand



Home Page Before Rebrand

The First Step – Finding WHO's True Market Position and Target

Before lifting a pencil or moving a mouse to create a new identity, S.O. Creative took a deep dive to assess WHO's market position, industry trends, direct competitors, strengths, weaknesses, opportunities and threats. We developed a working strategy that also pinpointed our target audience: small to medium B2B and B2C companies in the medical, technology, alternative fuels and oil and gas industries, as well as non-profits and government organization.

Giving WHO the How – Outlining the Objectives

After defining the strategy, S.O. Creative narrowed the objectives, based on what we believed it was necessary for WHO to accomplish in order to meet their goals.

The objectives were clear:

- Rebrand and position WHO as leading experts in ethical and sustainable SEO/SEM strategies.
- Redesign the WHO website to reflect the new brand and messaging.
- Do so in a manner that was clear and easily understood by prospects who are unfamiliar with SEO/SEM.
- Increase quantity/quality of leads generated from website traffic.



white + hat + ops +  = who



Logo Design & Brand Colors

Finding the Look That Communicates WHO's Unseen Strengths

At the center of all conceptual design work was the need to communicate the services, the expertise, experience and enthusiasm that are trademarks of the WHO team. Because WHO operates in such a competitive SEO/SEM market, the new logo and brand had to be unique and highly engaging.

If the logo feels familiar, it's not accidental. S.O. Creative used the acronym of the company name, WHO, while referencing the iconic RSS feed icon. The acronym WHO also feels like a bit of a question, and answering questions is precisely what SEO/SEM is all about. A vibrant color palette, with bright pink as the primary color, reflects the high level of energy at WHO.

Teaming Up to Tackle the Web Presence

When we combined S.O. Creative's strengths in branding, design, and tactical marketing with WHO's mastery of SEO/SEM, something powerful happened.

As a team, we created a web communication format that is second to none, with magnetic appeal for our target, and a catchy, yet meaningful message that cuts through the clutter.

The elements we created:

- A series of banner images and messaging, designed with custom graphics, for use throughout the website
- A series of images that successfully convey WHO's area of expertise and core services
- Script, storyboard and artwork for an animated video that provides an overview of WHO's services

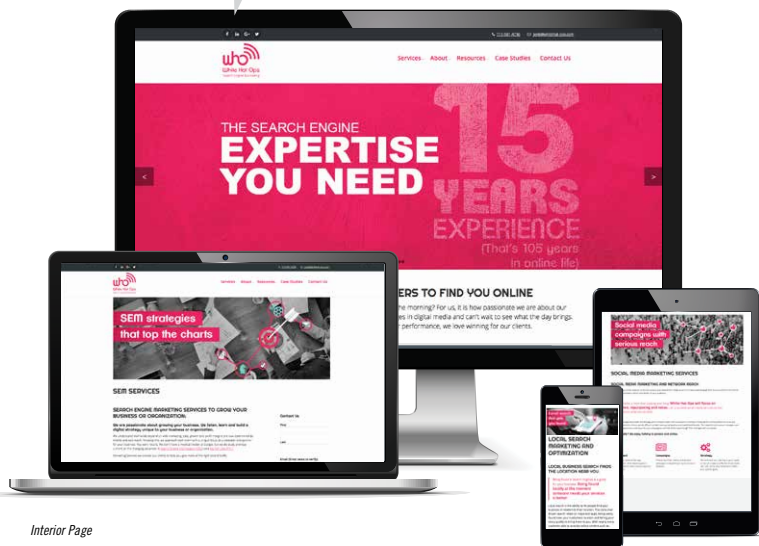
Additionally, we reorganized the site content and structure to improve user experience. This included streamlining the content and developing more clear call-to-actions for the user.



Interior Website Banners

In the world of SEO/SEM it's easy to get bogged down in complicated technical terms and industry jargon. This can be overwhelming, even downright scary, to a target audience that isn't familiar with the industry. To help reduce potential stressors for the audience, we focused on clear, concise and slightly humorous key messages.

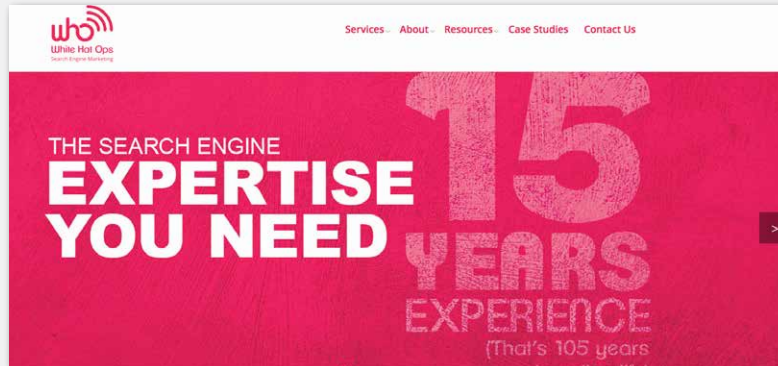
Additionally, we redesigned the website to improve user experience by streamlining the content and developing more clear call-to-actions. To help better communicate the services provided by WHO, we created custom graphics to develop a series of banner images and messaging for use throughout the website. We also developed the script, storyboard and artwork for an animated video that provides an overview of WHO's services.



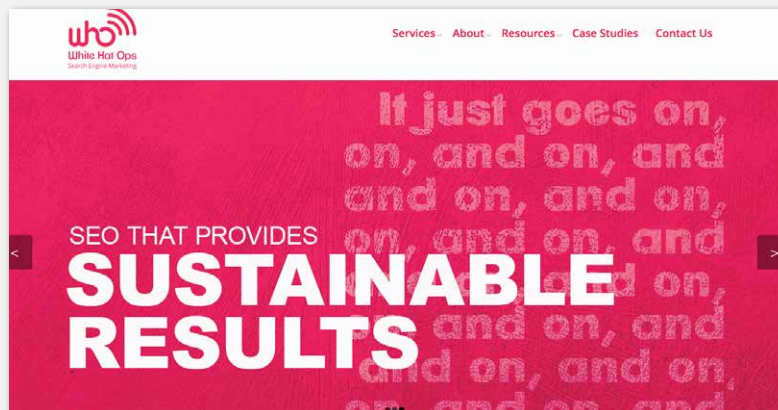
Interior Page

Funny, You Don't Look Like a Technical Site.

Let's face it, for most people, the world of SEO/SEM can be overwhelming, with lots of scary and stressful technical jargon that can put people off. With that in mind, S.O. Creative and WHO deliberately took a different tone – one that's clear, concise and slightly humorous, with key messages such as:



Homepage Slider (1 of 3)



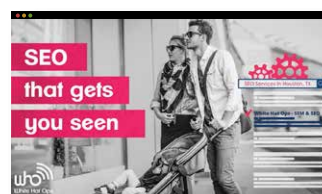
Homepage Slider (2 of 3)



Homepage Slider (3 of 3)



Video with branded messages



“S.O. Creative helped us discover and clearly illustrate an identity that matched our services and tone.

Vibrant, forward and built on a foundation of experience—the colors, messaging are on point.

White Hat Ops has a brand we are proud to show and advertise and is recognizable to our clients.”

- President, White Hat Ops

First Impressions: We Blew the Doors Off

Since the rebrand, WHO has enjoyed increased brand recognition. The company is no longer associated with just the owner's name, but now the WHO brand as well. Fellow marketers comment on the clarity and simplicity of the logo. Clients comment that they have better understanding of WHO's capabilities from the website. Some highlights:

- The quality of site traffic has increased dramatically. Average session duration has increased from 0:35 seconds to OVER 2.5 minutes in length.
- The quantity and quality of leads have increased to the point that WHO had to shut off their AdWords campaign for over 3 months so they wouldn't grow faster than they could manage!
- The number of client accounts has increased by 29% over since the rebrand.
- The average billings per account have increased, in the past year since the rebrand, overall revenue has increased by 37%.

SEM RESULTS

FINANCIAL METRICS

Goal: 15%–20% growth (compared YOY)



↑37%
REVENUE
OVERALL

↑29%
NUMBER
OF CLIENTS

The new brand increased the quality of new leads and clients.

WEBSITE TRAFFIC

Goal: 150% (or greater) increase in traffic/sessions



↑370%
NUMBER OF
WEB SESSIONS

↑355%
AVG. SESSION
DURATION

Average session duration has increased from 0:35 seconds to over 2.5 minutes

LEAD GENERATION FROM WEBSITE

Goal: 100% increase in leads

↑300%+
LEADS FROM WEBSITE

WHO had to shut off their AdWords campaign for over 3 months because they didn't want to grow any faster than they could manage.

The Search is Over:

S.O. Creative is the Partner That Can Turn Your brand Into a Top Dog.

It's been our pleasure to partner with White Hat Ops (WHO) for more than a year, launching their new brand in January, 2016. During that time, we've been extremely impressed by their extensive capabilities, their passion and their openness to take the leap that leads to amazing new heights.

Their success not only drives ours, but it enhances that of our clients as we learn new lessons, and celebrate new achievements. Now we'd like to do that for you.

So please contact Sherri Oldham today, for information on how S.O. Creative can help you build your brand and reach new heights. It's your turn to be a Top Dog!



S.O. Creative is a Houston-based multi-service branding, marketing and advertising agency delivering integrated business-to-business marketing solutions for a diverse customer base of companies in the B2B and consumer sectors.

Find out how you can drive greater ROI across any medium through strategic and creative services that build business and brands.

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