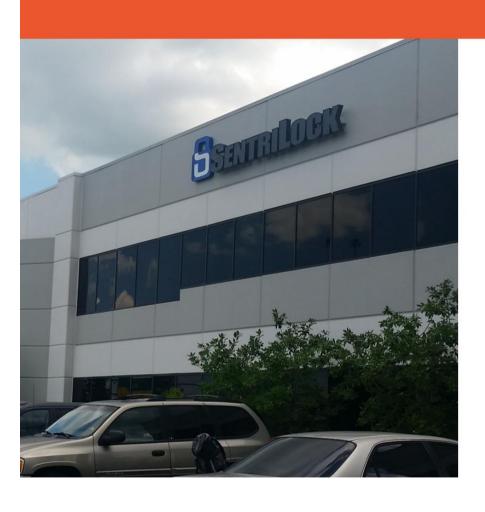
# CLIENT CASE STUDY: SENTRILOCK





#### **INDUSTRY**

Computer and Electronic Product Manufacturing

## LOCATION

**United States** 

### **COMPANY SIZE**

100-200 Employees

## **SERVICES PROVIDED**

- · Marketing Consulting
- Managed Marketing Services
- Copywriting
- · Graphic Design
- Videography
- · Content Creation
- Tradeshow Strategy & Ideation
- Sales Support

## **CHALLENGES**

- Outdated Brand Materials: Both digital and print assets were outdated, and the brand required a refresh to remain competitive.
- Prospect Engagement: Sentrilock needed a strategy to stay top-of-mind with prospects, positioning themselves to win business when competitor contracts were up for renewal.
- **3. Lack of Social Media Presence:** Sentrilock had no structured system in place to maintain relevance on social media.

## **SOLUTIONS IMPLEMENTED**

- Developed a comprehensive marketing plan that aligned with Sentrilock's business goals.
- Created **new brand standards** to modernize and unify all visual and written communication.
- Designed a **new website** featuring fresh narratives and integrated video content to engage prospects.
- Established a shared file system, ensuring marketing materials were easily accessible to all sales representatives.
- Functioned as Sentrilock's offsite marketing department, while implementing systems and protocols to build an internal marketing team.
- Introduced internal and external marketing communication systems, including automated email campaigns, to keep the brand top-of-mind with prospects.

## **RESULTS**

**28%** 

sales growth achieved in just 18 months **750**%

INCREASE

in available marketing resources

72

**PROJECTS** completed within 18 months

Successfully executed **4 major marketing** campaigns, resulting in:

- 1000% increase in social media engagement.
- 820% growth in website traffic.
- Significant improvement in email marketing performance, increasing open rates from 5% to 32% for a database of over 7,000 contacts.

Built the infrastructure for a **new in-house marketing department**, ensuring sustainable long-term marketing success.

- Increased social media engagement by 1000%
- Increased site traffic by 820%
- Increased email marketing (7K+ Contacts)
  open rate from 5% to 32%