

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

- 1. Outdated Brand Materials:** Both digital and print assets were outdated, and the brand required a refresh to remain competitive.
- 2. 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%**