

PROJECT CASE STUDIES

Transforming How Businesses Reach Markets and
Convert Leads to Sales



MONARCH & COMPANY

Why Monarch soars!

The way consumers receive information has indeed shifted from an assortment of print and broadcast options, to a litany of digital formats centering around the Internet. This digital phenomenon has compelled businesses to, in turn, shift the way they market, advertise and communicate, using the tools of the day, namely e-mail, social media, blogs, online advertising and e-commerce.

All the same, beating the competition and winning the sale is still determined by how effective businesses are in using the tools at-hand to reach their markets and convert consumers to customers. In essence, transforming how businesses reach markets and convert leads to sales is not about tools, it's about digital marketing strategies.

PROFESSIONAL CERTIFICATIONS



COMPANY OVERVIEW

Monarch & Company is a digital marketing agency that combines sales funnels, traffic generation strategies, and targeted content development to create cost effective and results-oriented systems for digital marketing.



Our goal is simple: to generate brand awareness, garner qualified leads, and build customer loyalty in order to produce results that increase the bottom line.

Following are highlights of a few clients we serve. They stand as testaments to the success of the process and the approach we take to ensure results for each and every client.



Government industries

It is the Illinois Department of Transportation (IDOT) goal to provide assistance to Disadvantaged Business Enterprise (DBE) firms and individuals interested in doing business with the department in ways that ensure equity, access, and transparency. IDOT, in accordance with federal guidelines, strives to facilitate and implement programs that can help current and future business partners open the door to doing business with us.

The department works towards this goal in a variety of ways, most notably through the tools available at our Resource Centers, the Supportive Services Program that is executed through our partnerships with consultants who provide management and technical supportive services assistance, and corresponding supportive services programs that fall under the umbrella Supportive Services Program. This support is provided at no charge to IDOT's DBE firms, to firms seeking IDOT DBE certification, to IL UCP DBE certified firms who have an IDOT contract, and to prime contractors doing business with IDOT.

PROJECT UPDATE

Monarch & Company performed sub-consulting work for the IDOT DBE Supportive Services program using a team of four marketing and business development consultants.

From June 2014 through October 2017, Monarch provided 4,862 business management consulting assistance hours to 148 Disadvantaged Business Enterprises in the northern region of Illinois, spanning from Chicago to Rockford, Quad Cities and Kankakee. This assistance included website development, marketing assistance, business planning, cash flow assistance, excel training, human resource assistance, certification assistance, and computer system assistance for businesses in a variety of industries, including trucking, landscaping, concrete, asphalt, professional services, construction management, land acquisition, general contracting, hydro excavation, concrete cutting, and snow plowing.



In addition, the Monarch team members facilitated or participated in 58 management and technical workshops. Collectively, more than 520 participants attended the workshops which centered around website development, marketing, prime networking, business planning, strategic planning, financial projections, excel training, certified payroll, credit restoration, financing, bonding, insurance, DBE orientation, DBE certifications, construction pre-qualification, estimating, project management, project closeout and basic takeoff plan reviews.

Landscaping industries

The landscaping and lawn care markets are not unlike all the other consumer markets today. They've moved to digital formats to gather information about the goods and services they need and/or want to buy. Typically, what varies from market to market is how consumers gather the information, what digital formats they're using, and what motivates them to choose one company over the others. Remember, the decision to buy has already been made.

For landscaping and lawn care companies, the best route to the hearts of their consumers is to help them choose, to be the advisor with intriguing articles that consult and inform. On the Internet, and in the digital world in general, content is king. This is especially true for landscaping and lawn care services. Take for example the following case study.

CASE STUDY

Seasonal Concepts is a landscaping and outdoor living design company. They specialize in brick paving & patios, landscaping and hardscaping.

Seasonal Concepts had solidified a high-end residential customer base in the west suburbs of Chicago. Growing beyond that base using traditional advertising exclusively would have produced marginal results.

Monarch developed a marketing funnel to create a systemized approach to increase sales. The company's website was updated to increase the number of leads generated and to enhance its branding image through graphic design. The new design incorporated 21 separate, responsive photo galleries, landing pages, and online forms.



We increased the company's online traffic through local search marketing, social media marketing and advertising, and email promotions. The goals are to source a minimum of 130 Sales Qualified Leads that will generate more than \$700,000 in annual sales.

Visit: www.seasonalconcepts.com

Example Landing Page



Professional Services industries

Across the board, professional services companies have long relied on a very few time-honored marketing techniques, with the personal referral being chief among them. Meanwhile, more and more buyers of professional services are turning to the Internet to find and select professional services providers. Couple that with the emergence of online marketing tools that are redefining the way services are bought and sold and you've got what marketing experts are calling a revolution in the professional services marketplace.

The warning is clear, if professional services companies are seeking to grow or expand their customer bases, they have no choice but to join the movement. Social media, content marketing and online search have already become the new staples for professional services marketing.

CASE STUDY

US Building Efficiency Solutions is a architectural design and facade restoration, preservation and modernization firm.

US-BES had completed more than 40 projects in the short time since its establishment. The company needed a website that could showcase this previous work, expand its marketing efforts and keep pace with future growth. Monarch designed and developed a professional responsive website that expresses brand image and can display multiple projects and services in a picturesque format. We also developed a capability statement for the government customers that the company was targeting with its new digital marketing.

This project can be viewed at: www.us-bes.com



“Francesca and her team are very quick in responding to questions and very detailed with explanations. They are creative, and their quality of work and enthusiasm go above and beyond and has been a true blessing for my company

- Frank Gonzalez, President

Example Website



Construction industries

While construction companies tend to avoid technology altogether, they are even more reluctant when it comes to marketing. Many believe that once they have a basic website, the digital aspects of their marketing efforts are done. Secretly they still believe that marketing, for them, is all about relationship and price. This may be true for their repeat business. However, if they're focused on growth, they have to reach out beyond their circles of current customers. And the reality is all the new circles are hovering around digital platforms, and not at all the old familiar places.

While there are scores of digital marketing tools and even more strategies, the following case study shows how just the basic three, social media marketing, content marketing and email marketing, will do the job for the average construction company.

CASE STUDY

REEF Contractors is a general construction contractor providing services throughout the Chicagoland area.

REEF Contractors had been successfully growing its business through referrals and networking for nearly a decade, when the owners realized that sales in each of its three markets had become stagnant. The company did not have professional branding, a website or a digital marketing strategy, the very basic tools needed to succeed in the marketplaces of today.



Monarch designed and developed a versatile logo and website to appeal to residential, government and commercial customers. The website incorporates a client listing slideshow and projects gallery that highlights its capability, capacity and past performances.

This project can be viewed at:
www.reefcontractors.us

