

Velocity7: Steamatic of Sacramento Case Study

Best Practices:

Integrated Marketing

Velocity7 integrates branding, print, web, advertising and public relations. Integrated efforts allow maximum brand unity and efficiencies through repurposing of materials. A deep awareness of Steamatic of Sacramento and its activities assists in identifying marketing and public relations opportunities.

Project Overview:

Steamatic of Sacramento is at the forefront of an emerging new business: Indoor Air Quality. But how to use its success in emergency services to launch a new business division promoting healthy, allergen-minimized homes was the question they brought to Velocity7. Velocity7 answered this question by creating a unique brand, unifying web services, and providing in-depth, web-based educational resources. Steamatic of Sacramento is a leader in indoor air-quality issues, and their knowledge base is now expressed through web-delivered resources and an informative blog.

Velocity7 redesigned Steamatic of Sacramento's website to act as a core hub for all marketing activities. Website redesign was structured to act as a magnet to attract business and establish new secondary brand and services. Customer Relationship Management features were added for further enhancement. New supportive marketing materials—including updated logo, new brand, corporate materials, brochures, promotional materials, advertising, and public relations—were designed and put into place.

Project Details:

Strategic planning. Steamatic of Sacramento brought a complicated group of brand and communications projects to Velocity7. Brand projects included establishing an identity for Steamatic of Sacramento that was unique from other Steamatic franchises, but still drew on benefits of being part of a nationally-known organization. Another brand issue was the planned launch of a new company under the Steamatic of Sacramento management—Healthy Home Services.

Steamatic of Sacramento envisioned a web re-design and integration of new brands with the launch of a new website. In addressing the website project, Velocity7 proposed Steamatic of Sacramento position itself as a leader through education and community involvement.

Velocity7's strategic planning brought together branding, web design, and public relations, maximizing benefits.

Project management (all aspects of projects), integrated marketing plan.

Velocity7 drew on strategic planning sessions to develop a plan, utilizing each element identified in strategic planning. The integrated marketing plan aligns goals and materials for web, print, branding, advertising, and public relations. Both short- and long-term goals are addressed in the integrated marketing plan.

Velocity7: Steamatic of Sacramento, Case Study, p.2

Website redesign. Velocity7 took each aspect of its work for Steamatic of Sacramento and applied this solid graphical content to the new website design. Velocity7 also created value-added written content, describing how anyone could improve their home's indoor air quality. Velocity7 wrote corporate and individual profiles in support of the website and press kit materials. The new website integrated strategic planning, branding, public relations, and CRM components.

Public relations. Velocity7 located several appropriate community partners and initiated a highly publicized donation and volunteer program with Steamatic of Sacramento. This resulted in radio and website coverage for Steamatic of Sacramento. Company exposure at events included participating with several hundred community leaders at a regional benefit event. These partners are included in the new Steamatic website.

Advertising. Advertising was planned to address each key audience and timed to relate to other CRM marketing efforts. Business and residential sectors were identified in specific zip codes.

Promotional collateral design and print preparation. Velocity7 prepared artwork for collateral and gift items, keeping brand identity consistent with other applications.