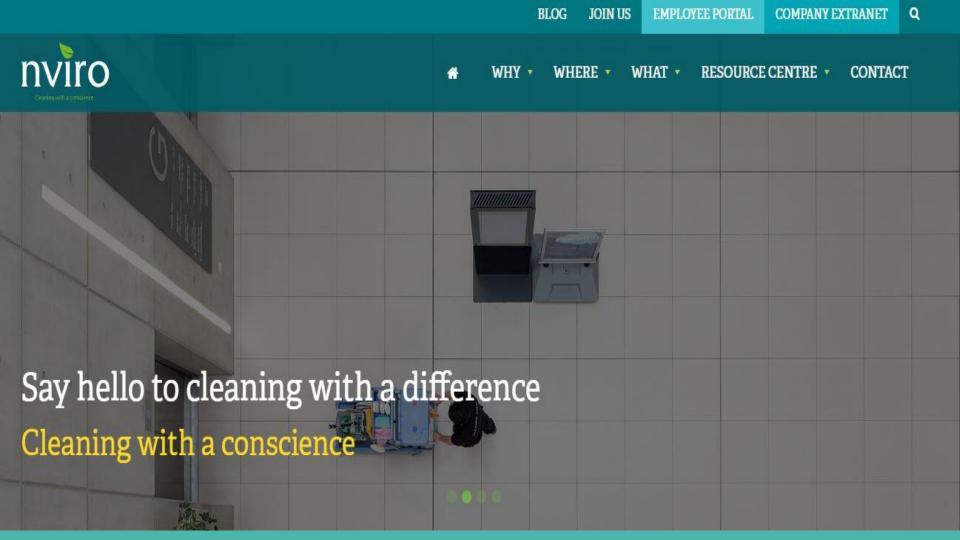
#### **NVIRO CASE STUDY**



## The Challenge

- Nviro is an award-winning, eco-friendly cleaning company whose aim is to create safe, clean and hygienic environments were people can thrive.
- I was tasked with advertising their services and successfully promoting their bespoke range of services.
- This client was assigned to me at a time when they were trying to attract more university clients



## **Key Requirements**

- New eye-catching logo
- Comprehensive whitepaper showcasing their industry knowledge and expertise
- Content marketing strategy incorporating website copy, blogs and thought-leadership pieces
- Social media campaign designed to increase leads and brand awareness

# **Design Phase**

- I started out by designing a variety of logo concepts and once completed submitted them to my manager, and then to the client for approval.
- In the slide below, you'll see a quick video highlighting the various logo concepts I created before I designed their current logo.

## Video demonstration of my logo branding process



## **Content Marketing Solution**

After speaking with the client to define their requirements and objectives, my solution included a combination of the following:

- White paper on University Funding Challenges (to attract university clients)
- LinkedIn Referral campaign aimed at decision-makers in universities and colleges
- Google PPC campaign
- SEO Strategy

#### UNIVERSITY FUNDING CHALLENGES WHITE PAPER



#### **Outcomes**

So how did the marketing strategy measure up to expectations?

- 20X ROI as measured using Salesforce and LinkedIn Insights
- 210 downloads of the University Funding Challenges White paper
- 10 new universities signed up to Nviro's cleaning services
- 5 higher education colleges signed up for Nviro's cleaning services
- 10 people signed up to Nviro's inhouse newsletter (which they manage)