



hudsonfusion

One Voice Across All Media. Concentrated Communication.

case study

BRAND RE-LAUNCH

Company:

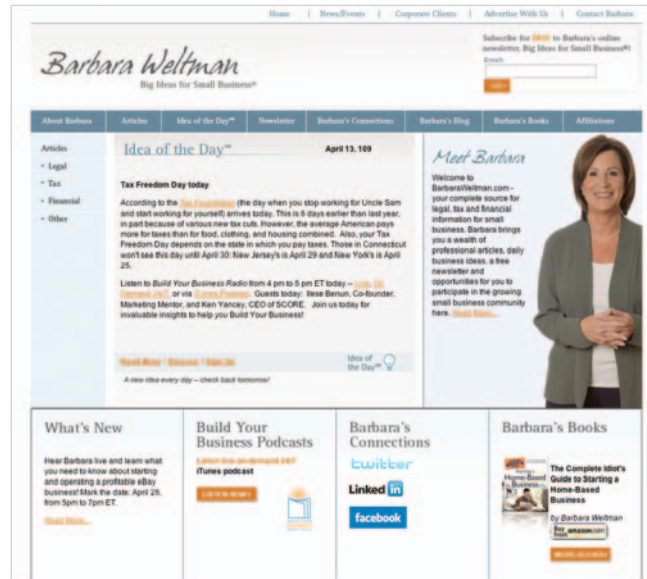
BarbaraWeltman.com/
Big Ideas for Small Business®

Industry:

Business Services

Challenges:

- Reposition Barbara as an industry expert
- Build credibility through a more polished brand image
- Increase website traffic to begin selling ad space



Barbara Weltman is a nationally recognized small business authority. A best-selling author, her ideas have been published in the The Wall Street Journal, Entrepreneur, CNN and CNBC. Barbara is also the publisher/editor of "Barbara Weltman's Big Ideas for Small Business.®"

Solution:

Beginning in our Discovery Phase, Hudson Fusion determined that Barbara's value proposition and points of differentiation were unclear, slowing the acquisition and retention of new customers. We conducted customer and competitive research that we used to formulate Barbara's brand strategy, positioning and key messages. Customer research revealed that people see her as an expert in her field, but also, as important, they see her as approachable and personable. This learning fueled our strategy for developing and deploying her new brand.

Once the foundational Discovery work was complete, we devised a strategy for promoting Barbara's brand online via a more robust website and refined brand identity. Because her web site acts both as a resource center and social networking conduit, she needed the flexibility to make daily updates as well as provide a message board and blog to encourage small business owners to share and network with each other. We developed a new, professional-looking, personable web site (optimized for Search Engines) that acts as a resource center for small businesses, complete with content management tools which allow her to write and publish using scheduled tasks and a simple editing tool. Web site traffic jumped 74% in one month from February to March 2009, and we are tracking site visits and hits monthly.