

Client Example - Architecture & Construction Materials

Challenge

Buzon Pedestals International struggled to attract US customers and distributors. Web site copy and images did not distinguish between applications, environments, and materials.

Solution

Create and launch a US website with a clear focus on Architect and Installer personas. Create messaging and tagline that energizes and is differentiated from the competition. Provide a clear company story told through beautiful application images from installations around the world.

Results

- Increased awareness and sales
- Improved organic search results
- Attracted new distributors
- Attracted trade press



Company ID



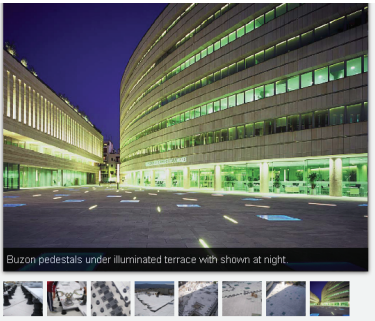
Product

*Products to
Create Spaces
that Inspire,
Entertain,
& Build
Community*

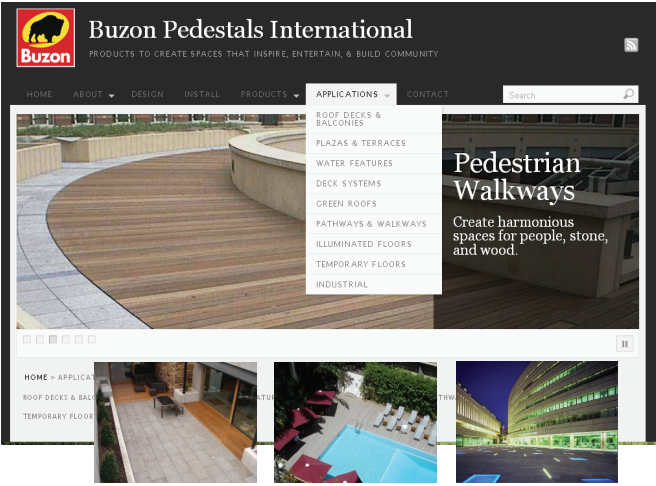
Tagline



Audience
Personas



Applications - Step
by Step



US Website: www.Buzonusa.us