# Modern Website Improving Customer Brand Equity



### **CLIENT**

Cardinal Machine Company cardinalmachine.biz

# **INDUSTRY**

Manufacturing Machine Building

### **CHALLENGE**

Cardinal's website was old and out dated.

## **SOLUTION**

Using the Storybrand approach, Inbound 281 built a website that clearly and convincing explains Cardinals value propositions to various customer types.

### **ROAD MAP TO OBJECTIVES**

- Storybranding research
- Storybranding strategizing & planning
- Website wireframing using the Storybrand approach
- Website visual design
- Website copywriting using storybrand approach

# **Background**

Cardinal Machine
Company is a designer
and builder of special
machines, tooling,
fixtures, and factory
automation systems.
They provide solutions
for mechanical
engineers, buyers and
others faced with
complex machine
building and automation
system challenges.

# What is your Machine Building Or Automation Challenge? Whether your process regardes complex and counts assembly from, did index machines, notices certs, ungle statement of the local describes your reset in home home Cardinal Machine Company can help you. Fine Need A Stopper Register Need on on machines build not registered? Fine Need A Stopper Register The Need A Stopper Register Need on on machines build not registered? Fine Need A Stopper Register Need on on machines build not registered? Fine Need A Stopper Register Need on on machines build not registered? Fine Need A Stopper Register Need on on machines build not registered? Fine Need A Stopper Register Need on on machines build not registered? Fine Need A Stopper Register Need on on machines build not registered. Fine Need A Stopper Register Need on on machines build not registered. Fine Need A Stopper Registered Fine Need A Stopper Reg

🐧 50 Years in Business 🙌 Family Owned & Operated 🤮 Supply Solutions

Photo Galleries Contact Q GET A QUOTE

MARDINAL

Ve Solve Complex

Machine Building & Automation System

Challenges

# Challenge

Existing website was old and outdated, and not representing the value of their brand and delivery to the customer.

# Solution

Using the Storybrand framework, Inbound 281 designed and built a new website that spoke directly to Cardinal's six different customer types. We addressed the challenges of each type and provide clear and ample evidence for why they should choose Cardinal.





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# **CHALLENGE**

Cardinal's website did a poor job addressing the needs of customers and explaining how Cardinal solvesproblems.

# **SOLUTION**

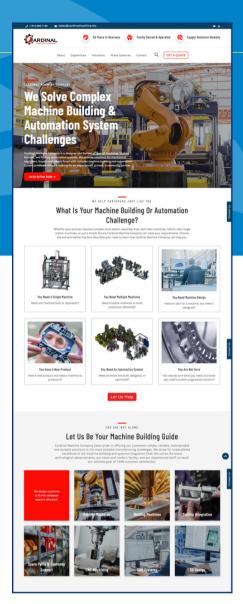
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# Road map to objectives

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RESULTS https://www.cardinalmachine.biz/

**INCREASED** 

credibility of customer brand

**POSITIONED** 

customer brand as the best choice

**IMPROVED** 

process of inquiring with Story Brand approach



