

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.

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Existing website was old and outdated, and not representing the value of their brand and delivery to the customer.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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Cardinal's website did a poor job addressing the needs of customers and explaining how Cardinal solves problems.

SOLUTION

Using the Storybrand approach, Inbound 281 built a website that clearly and convincingly explains Cardinal's value propositions to various customer types.

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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

