

mortimer* Simply Mail Solutions

Case study

Simply Mail Solutions

Client: Simply Mail Solutions

Sector: Business Services

Description: Brand refresh, website

The challenge

Simply Mail Solutions (SMS) is a specialist business email hosting company operating in a highly competitive market. When SMS approached Mortimer* it already had an established brand, but had identified that the current website was not converting enough new business. The key message of SMS as 'the email hosting people' was being diluted through lack of a consistent and professional looking website.

The solution

SMS selected Mortimer* on the strength of our design portfolio. The company asked us to develop a more credible online presence. We worked to refresh the existing brand, creating a sharper identity and simplifying the corporate colours and font style. The refreshed brand image was then developed across the new website.

The result

SMS has seen sales increase due to the brand refresh and newly designed website. Commented Colin Smith MD at SMS "The redesign to a professional standard has already resulted in an increase in orders placed via our website and an upturn in the number of enquiries for large corporates looking to outsource their email"

We are continuing to develop and refresh other areas of the company's business communications, including advertising and customer newsletter design.

www.simplymailsolutions.com



mortimer*

mortimer* communicate more

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