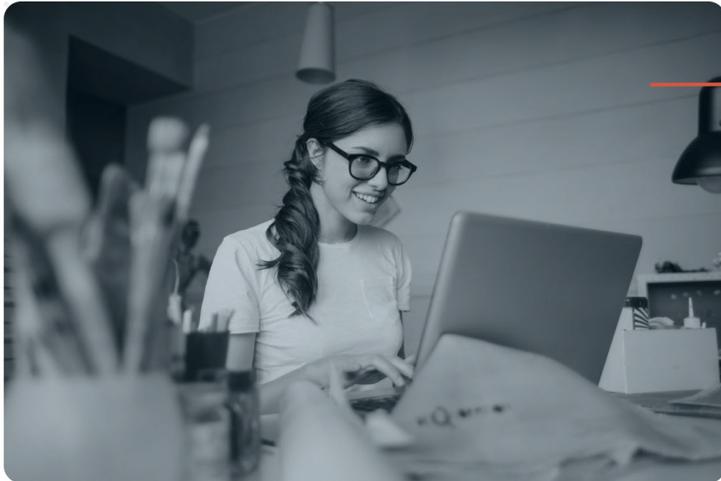


Smartwork Insights

A work insights pioneer re-establishes its value perception with a modernized web design and lead generation strategy.

WEBSITE DESIGN AND DEVELOPMENT • ART DIRECTION • LEAD GENERATION STRATEGY • LEAD GENERATION COLLATERAL



What If You Could Clone Your Top Performers?

Acceptable science hasn't reached that point, but our research does measure the core traits of your best and brightest—so you can hire and develop more people with that same potential. Sales is the logical place to start for immediate and dramatic ROI.

SMARTWORK NETWORKS HAS BEEN A MARKET LEADER in predictive employee assessments for 35 years. In the midst of a recent acquisition and the emergence of a new technology climate for the hiring and job placement sector, Smart Work needed to react to immediate needs. A top pain point for the company was their outdated website that no longer effectively communicated the brand's position as an established authority in the industry. In addition, the brand's product portfolio had grown complex over the years, and needed to be simplified and positioned from the perspective of the user personas who would use them the most.

STRATEGY

A website is the heart of a brand's digital presence, so it was important to make sure that Smart Work's mirrored the company's elevated capabilities. Smart Work's web presence lagged in comparison to competitors' sites, so we sought to build a new website that spoke to today's consumer through engaging design.

We also introduced a new lead generation strategy that would enable

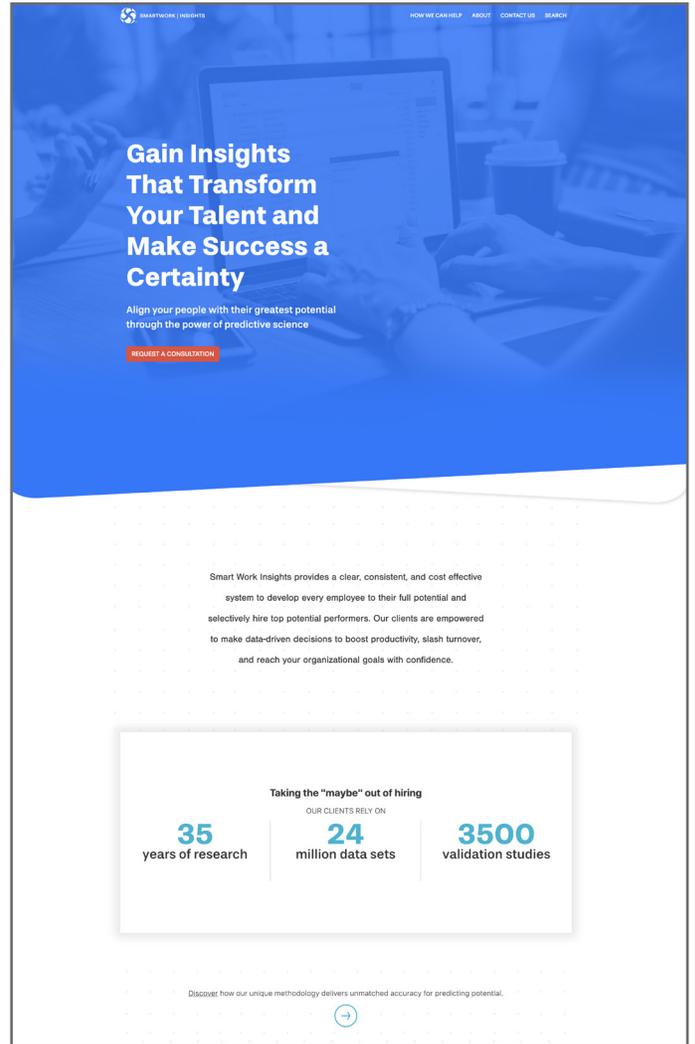
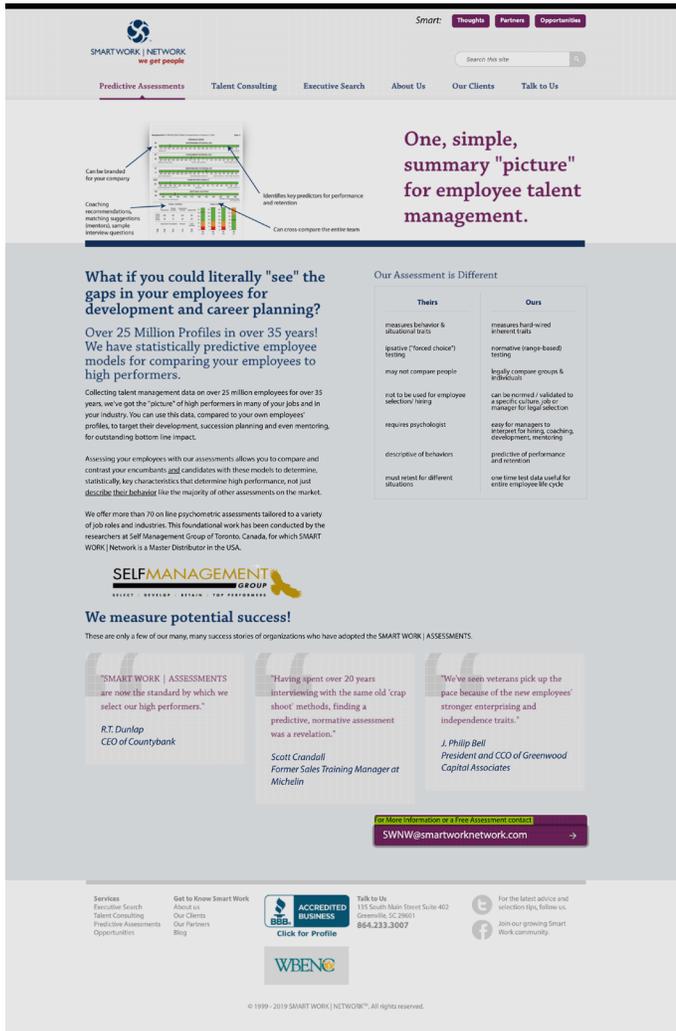
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the company to gather more leads and learn more about the needs of their customers. We added an email funnel that would allow us to nurture relationships and subsequently increase the amount of highly valuable customers that visited our website.

It is crucial to ensure print materials translate seamlessly into digital, since online presence is quickly becoming the main identifier of a company's brand. In order to bridge the gap between the two mediums, we created a lead generation white paper that would serve to complement website design interactions that potential customers might have.

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Before and After of Smartwork Website

RESULTS

Prior to partnering with LRM for a website redesign, Smart Work's website contained ample information about their process and story, but it was presented in a way that was overwhelming and uninteresting. The color scheme was dark and off-putting in a way that might deter users from spending the necessary time on the page to read the material. Furthermore, the Smart Work team found it difficult to update or change website content because of a backend with little user functionality.

Through research, design, development and implementation, the LRM team was able to create an engaging site that highlighted the most important conversation points. Collaboration between the design and development team at LRM allowed for the creation of animated svg. icons that provide moments of interaction as the user scrolls through the page. A fully customized backend gave Smart Work the capabilities to make any necessary edits to the content of the site in the future.