

CASE STUDY

Texas MSP Gets a StoryBrand Website

Content Strategy for Fort Worth MSP

Learn how a Fort Worth MSP is better serving their current and future clients thanks to their new website and ongoing digital marketing support from BigOrange.

Watch the Video at <https://youtu.be/cKwjsqljXlc>

The Challenge

Aeko Technologies had the tech know-how but lacked marketing expertise. Their website wasn't attracting enough visitors, and their clients were confused when they tried to navigate it. After doing research to find the top marketing agencies for MSPs, the tech firm chose BigOrange Marketing to take over their marketing and fly their site in a new direction.

The Solution

We started with key stakeholder interviews and creative planning sessions with the Aeko team to provide a site that showcased their brand (hence the airplane references throughout the pages). BigOrange took on the challenge to provide the web strategy, design and original content for the MSP's new website. Eli Mabli Photography provided the images.

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We also did SEO keyword research and came up with a new and improved marketing plan. We encouraged the Aeko leadership to redefine the company's service area to better target potential customers.

The Results

Aeko's new website helps the company leverage tech. Current clients have voiced their appreciation for the streamlined appearance and easy access to information.

"This new site illustrates our dedication to creating great partnerships and providing superior customer service for our clients," said Aeko CEO Brain Rodgers.

The new website also portrays their passion for enjoying what they do, which includes helping businesses "take flight." They are proud to be a partner to their clients. The website also provides a platform for the Texas team to share their thought leadership through their Cleared-for-Takeoff Blog and videos.

BigOrange's ongoing marketing strategies are working to generate new leads for the tech firm. We continue to provide services for them including SEO strategy, content marketing, social media, sales email sequences and a monthly email newsletter.

