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CASE STUDY:

Company: Ron's IT Solutions

Client background information:

Ron's IT Solutions is a small business located in San Jose, California offering Home and Small Business Networking/Computer Solutions that are efficient and cost-effective. Well into its first year of business, Ron's IT Solutions continues to seek new clients and grow the business leveraging years of experience in the industry and paired with making a comfortable income through the startup.

Project overviews:

Well into its first year of business, Ron's IT Solutions continues to seek new clients by developing a better competitive advantage, providing exceptional service with the goal of gaining long term clientele for a more sustainable business model. Using Freelance Sidekick, LLC, the owner's goal was to optimize the structure and content of the existing business website, in addition to gaining more intel on the market, industry and target market in order to drive key marketing strategies to success.

To accomplish this initiative, an overhaul of the website was completed to properly represent the caliber of the client and the service offerings. Using a modern and slightly minimalistic layout for the landing page, Ron's IT Solutions was able to draw attention quickly and concisely to users. Emphasizing the call to action(s) was also a feature that was enhanced to be more prominent on the page as it was ranked the primary focus. As a secondary objective, the idea was to ensure the website gave users confidence in the professionalism and legitimacy of the company, while still relaying relaxed and inviting emotions.

Aside from the website, Ron's IT Solutions needed some guidance on how to market the business. Extensive research was conducted to provide the owner with realistic strategies, that consider the direction of the marketplace and consumers over the next few years.

SERVICES PROVIDED

Website:

- Web Design
- User Experience
- Content Management System
 - *Wordpress*
- Content writing

Marketing Plan:

- Situational Analysis
 - *Marketing summary*
 - *Competition*
 - *Product and service offerings*
 - *Keys to success*
- Marketing Strategies
 - *Target market*
 - *Positioning*
 - *Market research*
 - *Marketing mix*
- Controls & Finances
 - *Finances*
 - *Implementation*
 - *Marketing organization*
 - *Contingency planning*



Testimonial:

Website:

"Freelance Sidekick, LLC made a fast and highly responsive website for my small business. The site looks professional and has everything I desired. Page layouts are clean and crisp. Adding in marketing tactics, I feel the newly designed site will help me close clients on services I provide. Having a professional look adds to my business, giving me confidence that a first-time visitor will continue to click through my site instead of moving on. I highly recommend Freelance Sidekick, LLC for any web business needs."

Marketing:

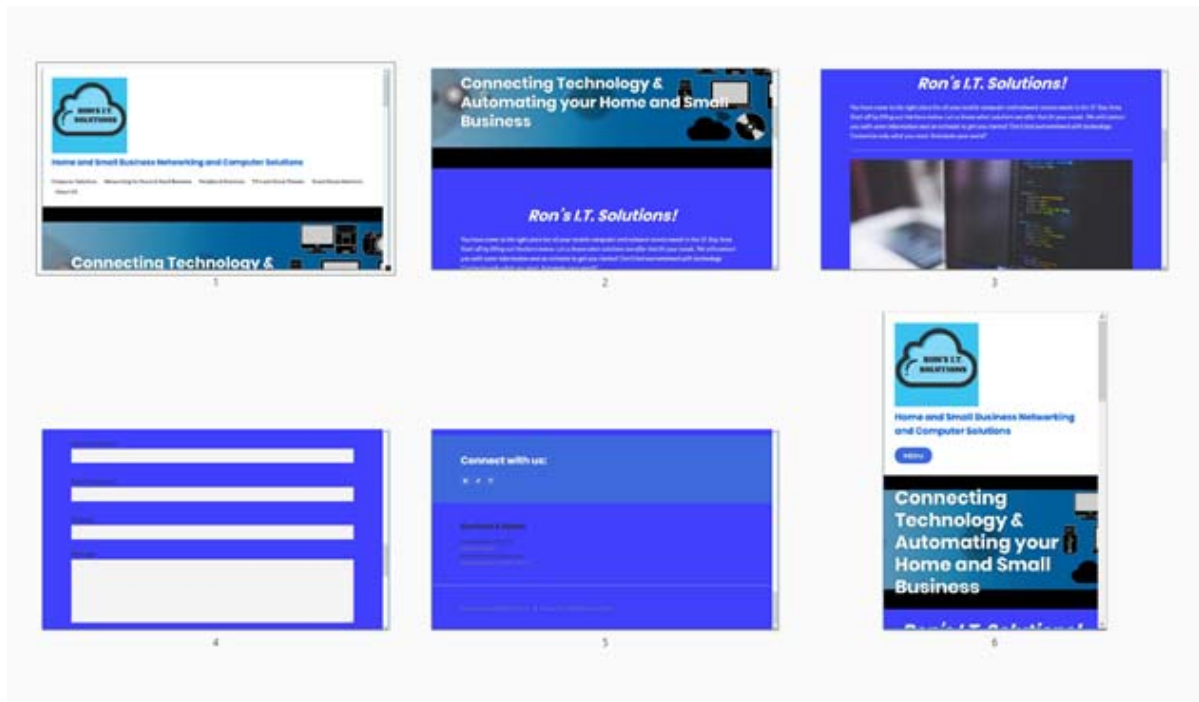
"Freelance Sidekick, LLC put together a comprehensive marketing plan, tailored to my needs. The plan included information on my region and how my business could be impacted. Gave me a fresh perspective on solutions that I could use to target my market clients. Using some of the tools recommended, I have added letterheads, business cards, and other things to give confidence to new potential clients looking for I.T service. Freelance Sidekick, LLC also included an annual estimate on each recommendation. Once I implement these new recommendations, I feel traffic to my site will increase allowing me to close on more potential clients. I highly recommend Freelance Sidekick, LLC for increasing business and getting your company name into the right marketing places."

Ronald Thoroughgood

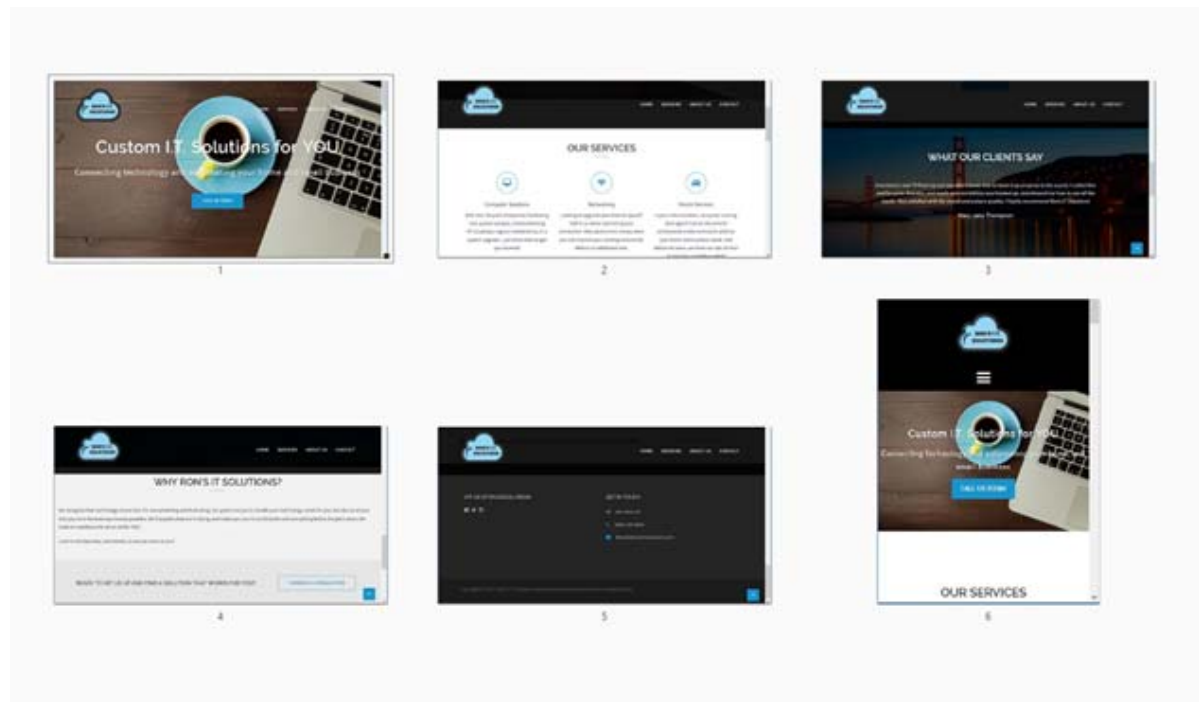
Ron's IT Solutions
<https://www.ronsolutions.com>

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Before:

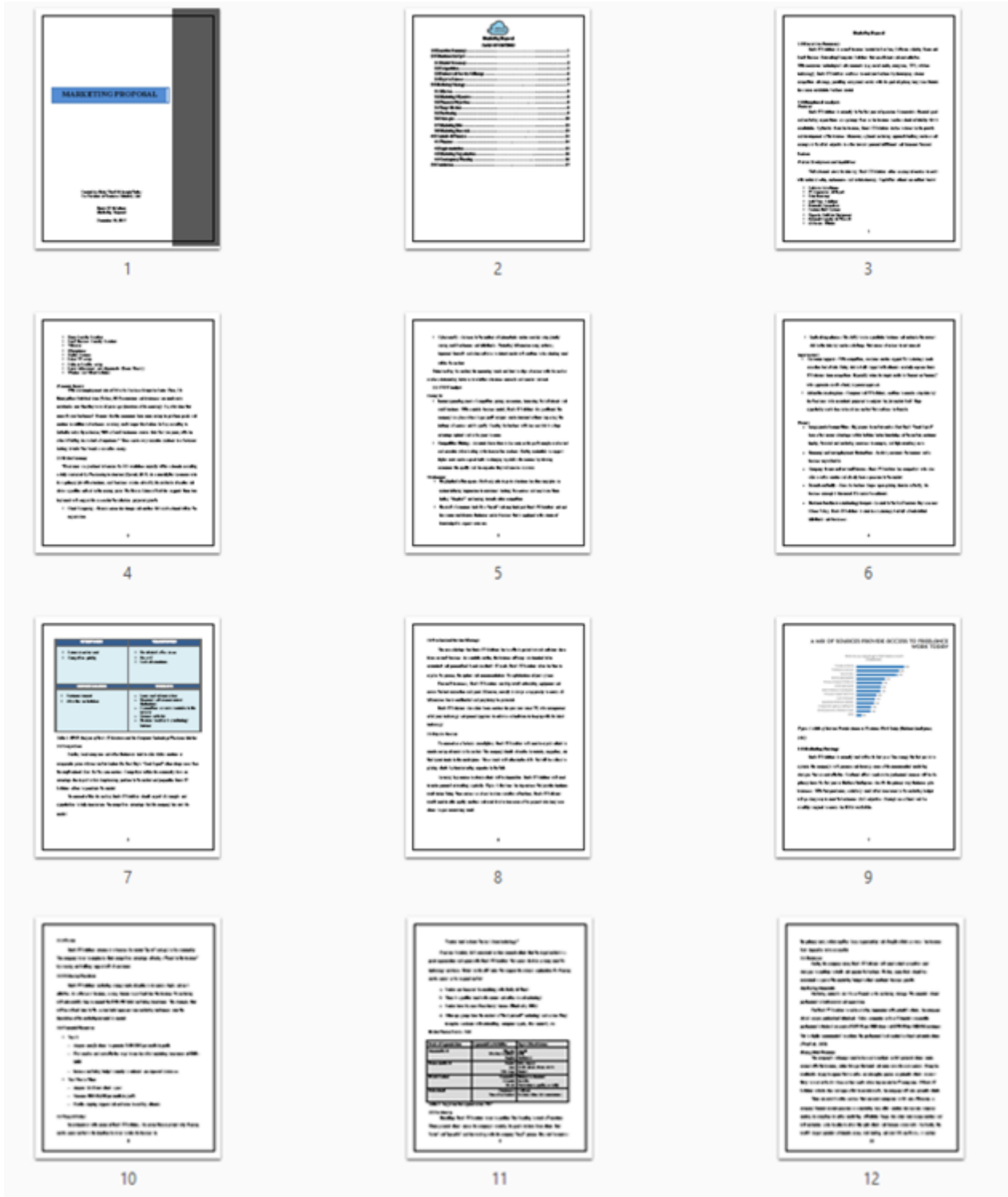


After:



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Marketing Plan:



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