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CASE STUDY

How Directive's bottom of the funnel conversions decreased by 52% after partnering with Tiller (and why that's a good thing)

"We look and sound so good! I'm still in shock at how smooth this process was. Tiller has been one of the best partners I have worked with for a website rebranding. Their approach and talent speak for themselves."



Hannah Mans
Director of Marketing, Directive

Directive is a search marketing agency with an innovative approach to marketing and demand generation for B2B & Enterprise businesses. Their heavy focus on MQLs and ROI make most of their average client's results look like other agencies' highlight reels.

Highlights

THE CHALLENGE

- Repositioning brand for a global audience
- Attracting enterprise-level clients
- Rebranding to convey premium service, confident & trusted as website's first impressions

THE SOLUTION

- **Rebrand** including custom typography
- **Brand guidelines** including extra patterns, images, etc.
- **Website redesign** including ~20 pages, case studies & blog built out on WordPress

THE RESULT

- +12% increase in revenue Q4 2018 - Q1 2019
- 52% decrease in BOFU conversions as unqualified leads naturally filter themselves out

THE CHALLENGE

Creating a global brand & attracting enterprise-level clients

Directive is a tour de force in the search marketing industry—an agency that specializes in helping the biggest brands and enterprise-clients improve their SEO, CRO, PPC advertising, and more.

But by late 2018, they realized they had a branding issue.

"We decided to rebrand for a number of reasons, one of which was the quality of leads coming in through our organic and paid efforts. The majority were SMBs that didn't have the budget to work with us. We did not resonate with our target audience. Our complete design was engineered to appeal to our portfolio and the type of clients we wanted to attract," explains Hannah Mans, Director of Marketing at Directive.

With most of their clicks coming from outside of their target audience, the Directive team knew they needed a change. They wanted to attract more B2B and enterprise-level clients, demonstrate the experience and expertise that set them apart from start-ups, and reposition themselves for a global audience.

"We had a clear direction we wanted to go. We're a legacy brand. We needed to look timeless," Hannah says.

When it came to rebranding, their first instinct was to do it in-house. They had the design resources and a marketing team. But Hannah knew how valuable an outside perspective could be.

"When you're in-house and you live and breathe your product every day, it can be hard to get out of the trenches and maintain a strategic or unbiased point of view," she says.

So Directive reached out to Business Casual Copywriting's Joel Klettke to help them develop a voice that was more on-brand. Then, based on Joel's recommendation, they reached out to Tiller Digital for design and development.

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THE SOLUTION

A brand overhaul to get in front of ideal clients

Tiller’s approach to branding, design, and development helped assure Directive that they’d hired the right team for the job.

“Chantelle [Tiller’s Founder] was very hands-on and invested in understanding what we were trying to achieve and how we were going to accomplish it,” Hannah says.

Once Tiller understood Directive’s needs, they helped define the scope of their work. The ambitious project included a complete reimagining of Directive’s visual branding beginning with their logo, a top-to-bottom website redesign, and extensive collaboration with Joel and the Directive team across wireframes to ensure that their design was timeless and attractive to their ideal clients.

But Tiller’s biggest challenge from the start was a looming deadline. Tiller was brought on in October, and Directive had their sights set on early December for the launch of their new look and website.

“We had a tight deadline for the rebranding, but Tiller was up for the challenge. They took on quite a heavy duty project in a short amount of time,” Hannah says.

Rebranding a company as big as Directive in such a short time span didn’t leave any room for lethargy.

“Almost immediately, Tiller was showing us black-and-white concept sketches, which allowed us to pick out certain elements or design features we thought would be representative of the brand,” Hannah says.

“Then they took our feedback and created mock-up designs. There was practically no time wasted between taking our concepts and delivering something tangible,” she adds.

Tiller didn't leave any design elements unaccounted for:

- Both logo and website were intentionally designed with Directive's end goals and audience in mind.
- Colours were carefully selected to suit a timeless brand.
- Custom lettering was created for their wordmark.
- Typography combined a serif font to communicate a sophisticated, timeless, and premium look, with a sans serif font to improve overall accessibility, readability, and give the site a modern look.

Meanwhile, Business Casual Copywriting was finalizing page after page of new, on-brand copy. As they finished, Tiller incorporated their text into the design and development of almost 20 pages.

Tiller used graphical elements as well as font size and position to make the site easy to scan and digest, and call out important content and calls to action. Directive's team was thrilled by the end product.

"We look and sound so good! I'm still in shock at how smooth the process was," Hannah says.

"Tiller has been one of the best partners I have worked with to date. Their approach and talent speak for themselves."

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THE RESULT

+12% revenue increase from Q4 2018 - Q1 2019

The goal of the rebrand had always been to decrease unqualified leads in Directive's sales funnel and attract a higher tier of clients.

So Directive's team was overjoyed when smaller businesses began naturally filtering themselves out and bottom of the funnel (BOFU) conversions dropped by 52%.

But more important, Directive's new branding was successfully converting more of the mid-market and enterprise-level leads they wanted to target.

Even with fewer BOFU conversions, overall revenue increased by 12% from Q4 2018 to Q1 2019.

“It’s exactly what we were hoping would happen. The goal of the rebrand was to resonate with our target audience, and now we’re seeing an influx of mid-market and enterprise-level leads coming in via our website,” Hannah says.

Hannah’s no stranger to the rebranding process and, in her experience, it’s usually a headache. But working with Tiller was different. Their methodology made everything go more smoothly.

“I’ve had the pleasure—and the headache—of being part of multiple rebrandings. This one, I can truly say, was a pleasure,” Hannah says. “This was the smoothest rebranding I’ve ever been a part of.”

“There was quick turnaround and they were very responsive—that’s the sign of a good partner. When you’re with Tiller, you’re in good hands,” she adds.

As part of the project, Tiller also created a book of brand guidelines including extra patterns, images, and other assets that Directive’s team could leverage.

Tiller often handles 100% of the website support after development, but they knew Directive wanted to assume control after launch. They built the website with that in mind to make the hand-off of creative control easy and efficient.

“Having design and development handled by one team makes everything so much more streamlined—assuming they’re experts at both, like Tiller. Their openness, communication, and fast turnaround are so reassuring,” Hannah says.

But even though Directive handles their own monthly website work, Tiller is still a trusted partner, and top of mind when Hannah’s team needs something done right.

In fact, since this project’s conclusion, Directive has asked Tiller to help them build out even more new pages.

“Tiller has a level of creativity and expertise you just don’t see in a lot of other agencies. Despite the tight deadline, they helped us create the brand we had envisioned and accomplish our end goal. I’m excited to see what the future looks like,” she says.

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Is your website attracting all the wrong clients? We can help.

Whether you want to pre-qualify your leads, take your branding in a new direction, or create a digital experience from scratch, Tiller's the team for you.

Let's talk