

# GROWTH MARKETING AGENCY



*With Pedigree*

*The Concept of Creativity Upgraded to A Whole New Dimension*

VM SISTEM - case study

ISO 9001  
ISO 27001

BUREAU VERITAS  
Certification



# VM SISTEM

## ABOUT / CHALLENGE

The company VM Sistem was established in 2012. and their activities include preparation of complete project and workshop documentation, design, manufacturing and installation of architectural solutions based on the use of glass, steel, aluminium and stainless steel.

They turned to our agency for help with building their visual identity, as well as digital presence, in order to present their brand to as many potential customers as possible and to educate the general public about their services and products.

In addition, we helped them design and develop a modern website which increased the number of inquiries received through the website.

## GOALS

- Rebranding and redesigning the company's visual identity in relation to their new direction
- To design and develop a modern, functional and highly optimized website on the WordPress platform

# Project Activity

## REBRANDING AND REDESIGN OF THE VISUAL IDENTITY

The very first step was to standardize visual identity and redesign the client's logo, followed by creating a brand book.

After that, in collaboration with the client we wrote and designed over 30 brochures, each describing one of their reference projects, which served as a basis for their future marketing activities.

## WEBSITE DESIGN, BUILD AND OPTIMIZATION

Following the graphic standards we had previously set, we designed and created the new website for the client. Our goal was to make access to their most popular products and services as easy as possible. We have decided to use WordPress CMS, in order to make it as simple as possible for the client to add new content in the future.

Since the client operates internationally, multilingualism has been implemented on the website using the WPML module. We created content for the website, and translated it into 4 different languages.

We also converted the above mentioned brochures into PDF files and added the download option in order to enable future clients to get acquainted with the work of VM Sistem faster and easier.

## ADVERTISING ON SOCIAL NETWORKS

We decided to focus on two social networks: LinkedIn (because that is where their potential clients are) and Pinterest (to visually present the projects made by VM sistem).

Visit VM SISTEM on the link below:

<https://vmsistem.com/>

## Contact Us



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