

SOLTECH

CASE STUDY



Design



INSIGHT:

Transforming the future of your business is never easy, but SolTech discovered that with the right vision, they were able to achieve what they wanted and more.

About to undertake a 10-year long commitment with new office space, much larger than what they had ever had before, came with a brand re-think. What does the company stand for now and in the future.

SolTech is Atlanta's most successful APP development and IT consulting company. They have worked with companies from start-up phase through to large corporations, providing custom built APP's and technology solutions, along with IT staffing for implementation purposes.

Revenues were in the 8 figures, but they wanted more. They also needed to re-think how their employees work, and what type of environment and culture was conducive to building the organization to new heights.

CHALLENGE

The challenge was how was an outside company able to change the internal perception of what people thought they were, to where they wanted to be.

Ultimately employee buy-in is difficult when big changes in a company are made, so it was imperative that Soltech chose a marketing partner who took them on the journey, and created a story that was current and in line with where they truly wanted to be.

Other challenges were that many staff members were not on the same page, and they wanted different things out of their marketing. Some thought that sales was marketing, and others had ideas about brand, that would not have transitioned the company to where they wanted to be.

They needed to put trust in Marketing Eye to deliver not only a brand identity, but a new way of thinking, and storytelling that was not the same as before.

SOLUTION

A leap of faith, Soltech gave the reigns to Marketing Eye. Not only did Marketing Eye develop an integrated marketing strategy for the entire business going forth, we completed a complete brand overhaul with a new brand identity mark, website, advertising, brochures, marketing asset templates, e-marketing campaigns, digital, social media, content writing, public relations, events marketing, and internal marketing communications. A key messaging guide formed the foundation for how internal stakeholders communicated the entire story of Soltech, giving employees and contractors an ability to "talk the same language" no matter what they did in the organization.

RESULT

Soltech is one of Atlanta's most successful technology, IT consulting and IT staffing companies. They have grown from strength to strength and their new branding has elevated the company from being seen as just a technology development company, to an all-encompassing, innovative technology partner, capable of all facets of technology-based development and people placement.





to optimize business performance

of custom software development, consulting and technology staffing solutions of all sizes, from start-ups to Fortune 500 companies, delivering overarching solutions aimed at improving productivity, client connectivity and business performance.

well-recognized among top performing and innovative companies, empowering know-how and technological expertise, while fostering a collaborative and process focused solutions to real business problems.

standing of what it takes to successfully deliver new applications or technological consulting systems, and to develop new applications to revolutionize the way business is done.

staffing, SolTech consultants have extensive knowledge and understanding of delivering innovative solutions. We create strong partnerships with our clients to learn and deliver the support and resources our clients demand to succeed.


what matters most

from start to finish.

SolTech has gained a formidable reputation of developing innovative custom software solutions for leading companies in every industry. Our team is committed to combining technical proficiency and business expertise with exceptional management skills.

out our capabilities, focused on our core services and committed in our efforts to bring a culture that fosters company and client loyalty.

many industries, including:

Custom Software, we help you make

At SolTech, we are experts in technology. We transform your conceptual design to complete implementation. We pride ourselves on collaboration throughout the software development lifecycle to deliver solutions that exceed your expectations.

We offer custom software solutions and have extensive experience with:

- Custom business applications
- Mobile development
- Content management systems
- Systems integration
- Business intelligence

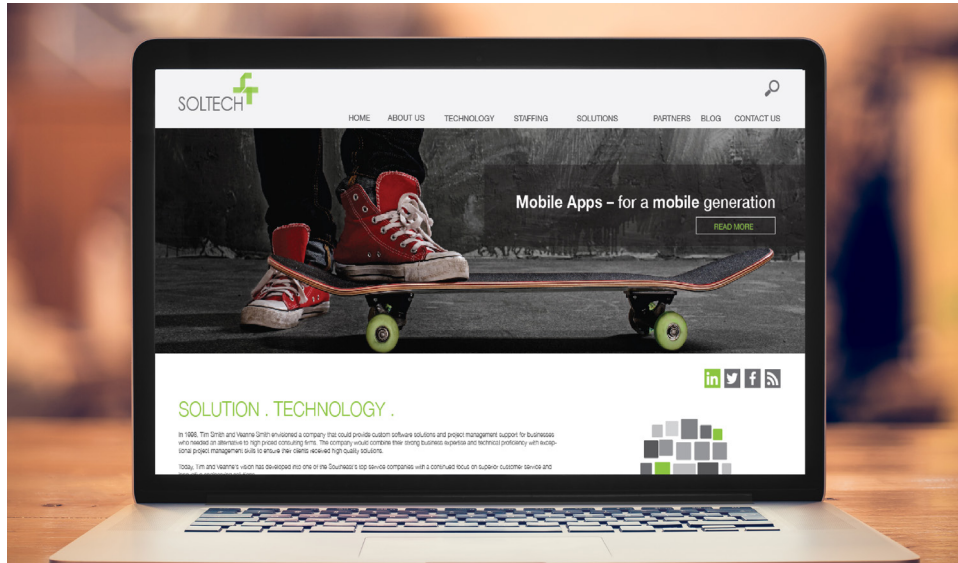
Mobile Application Development, we

Mobile is quickly becoming the preferred technology for read only and we help your business stay competitive by developing and integrating business processes into a mobile platform.

The mobile environment is very dynamic; consumers change their behavior. Developing a mobile application with high functionality and user actions, from customer interaction to inventory management demand.



- ## SCOPE OF WORK
- Marketing Strategy
 - Logo Design
 - Branded Collateral
 - Website
 - Social Media
 - Sales Presentation
 - Events
 - Public Relations
 - Direct Marketing
 - Digital Marketing





ABOUT MARKETING EYE

Based out of the Atlanta Tech Village, Marketing Eye Atlanta is your one stop shop for all of your marketing needs. We essentially become the marketing department for small to medium sized businesses at a low monthly fee. Unlike the typical marketing agency, we integrate technologies into our strategy to ensure we deliver measurable results with the companies we work with.

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