

- Situation**
- This regionally focused vehicle leasing company also takes a personal approach to the leasing of fleets
 - The website is a primary communication tool to educate potential prospects
 - While there was a site for vehicle leasing, there was not a site for commercial fleet management and leasing
 - The old site was not SEO friendly so it only received very limited, unqualified site traffic
 - The new site needed to target larger national customers
 - The sites will typically be used as follow-up tools and to do online credit applications
- Objectives**
- Give the existing vehicle leasing site a more contemporary look and feel
 - Create a new brand for the fleet management site
 - Create a new fleet management site that showcases their new brand
 - Have both sites assist in customer conversion
- Approach**
- Conduct a competitive analysis to determine target user expectations and industry standards while maintaining a focused image
 - Design a logo and websites that incorporates the company's existing and new brand identities and reflects the level of professionalism the company maintains
 - Develop a web design and content that reaches the company's multiple target audiences
 - Integrate online credit applications and other tools
 - Create a dynamic content creation tool that allows them to update their site regularly
- Results**
- Successfully created a new, memorable brand
 - Launched 2 sites within a 6-month period and increased online credit applications by more than 200%
 - Started a new commercial fleet management web presence with national scope
 - Drove 100% more traffic to the existing site
 - Site now comes up in first page of search results when using intended keyword searches
 - Fleet sales have surpassed the traditional leasing arm using half the number of sales staff
 - Has expanded to national fleet sales and management and value of each new national client exceeds the revenue of the entire previous client base