

Optimizing a Digital Communications Platform

Marketing & Communications Services

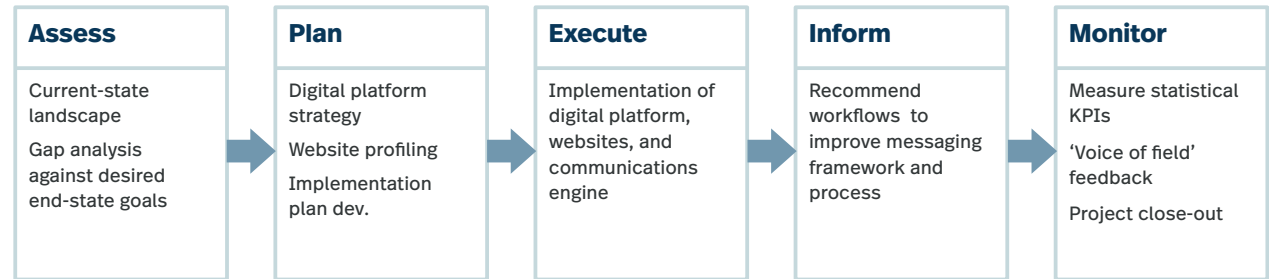
Website Design & Consolidation

01 Background & Opportunity

A key business unit within a large Redmond-based technology company needed to consolidate and streamline a multitude of online sites and communications vehicles in order to promote more effective communication with resources in the field.

02 Approach

Bluehawk utilized a five (5) step process to complete the engagement with measurable success.



03 Challenges

Vast project inputs created complexity.

- There were 60+ online sites and 30+ outgoing communications (on an established ROB) across multiple product groups requiring consideration.
- Mid-project, the client introduced a significant increase in scope by requesting an additional, multi-function website; this net-new website had to be considered within the existing (i.e. proposed) digital strategy.

04 Client Impact

Results to-date have been very positive.

- Delivered a portal, blog, newsletter template, several communication tools (including workflows) that better enabled business owners to land desired messaging with the field; project delivered on-time & with quality.