



SAGEFROG CLIENT CASE STUDY:
Network Alternatives, Inc.



marketing . interactive . public relations



Marketing Department For-Hire

Challenge

Founded in 1999, Network Alternatives, Inc. quickly became a recognized leader in providing full-service technology solutions for small and mid-sized companies primarily in the legal industry. While this technology outsourcing company built a solid reputation based on its accomplishments with its clients, it had done little marketing to build its name recognition and brand awareness. The company also lacked a much needed marketing effort to generate more qualified sales opportunities.

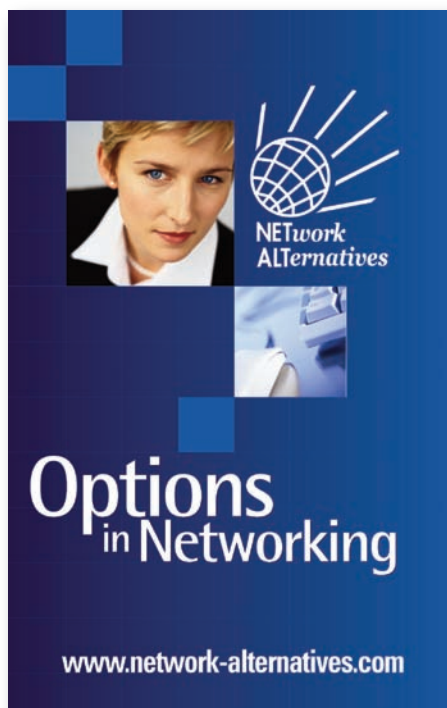
Solution

For help, Network Alternatives, Inc (NAI) turned to Sagefrog Marketing Group to develop an integrated marketing program to help grow the company with the goal of becoming the leader in outsourced technology services for the legal industry as well as other professional

services. As a full-service agency with the Seven Steps to Successful Marketing™ as its foundation, Sagefrog firmly believes that consistency is extremely important to the success of any campaign and makes each element of the program more effective. Sagefrog worked with NAI to develop a tightly integrated marketing program that provides that vital consistency throughout all of their marketing communications.

Sagefrog began by providing marketing planning support to determine how the company got to where it is today, where it wanted to be in the future and how it was going to get there. It was determined that NAI needed a tagline to help define what it does. "Options in Networking" was the answer.

With an updated brand identity as well as strategic changes to its product line, Sagefrog then created new tools for NAI's sales efforts — collateral pieces and an enhanced website.



With the tools in place, it was time for programs. Following the seven step process, Sagefrog supported seminars and direct response campaigns, developed print advertisements and trade show booth displays to reflect the other key components of the marketing program.

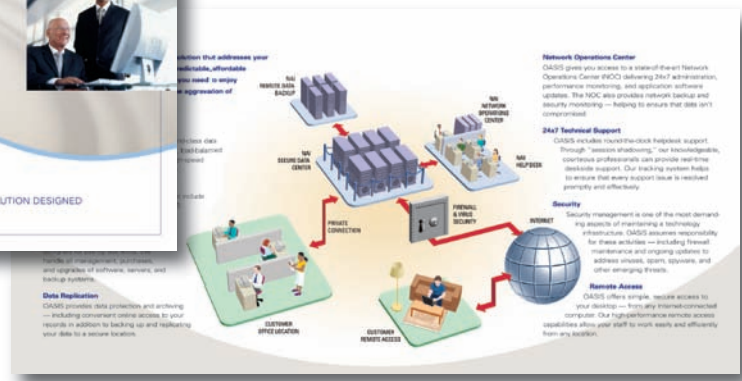
Next, a public relations campaign was implemented that focused on increasing the company's name recognition through messaging, publicity, awards, speaking opportunities, bylined articles and client success stories. In addition, electronic newsletters and e-mail promotions were developed that are sent to Network Alternatives' clients, prospects and partners. The e-newsletter incorporates the case studies and articles developed from the public relations program into a graphical feel that stems from the creative look of the other collateral, website, ads and trade show booth.

Next Steps

In the months that followed the introduction of the new materials to the market, it was determined that Network Alternatives' flagship product offering — OASIS — was ready for a re-launch of its own. The existing product messaging and identity were doing little to communicate the unique and superior nature of the service. Again, the team embarked on the Sagefrog process to create a new logo and a creative campaign platform. A custom illustration was developed to graphically represent the technology that drives OASIS. An enhanced website, brochure and trade show graphics were a few of the deliverables.

Results

The Sagefrog and Network Alternatives partnership has been a success by any measure. Thanks in part to Sagefrog, Network Alternatives' business has grown rapidly and has been recognized with awards for Fast Growing Company and Emerging Business of the Year.



OASIS
BY NETWORK ALTERNATIVES, INC.



*"We love it — you guys are awesome!"
— Network Alternatives*

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