

Services Roadmap



- Strategy, set-up, training
- Branding refresh
- Social media
- CRM

After several years of significant growth, D2C Architects was due for a branding refresh of their LinkedIn presence; Build It Marketing achieved this goal by working with D2C and creating new social media page graphics and post templates reflecting their high-end design. D2C staff had also outgrown their method of tracking work via spreadsheets. Build It Marketing led the selection of an affordable CRM, importing the data, and customizing the platform.

“...ensured a smooth and effective CRM setup. Kristen’s involvement has been pivotal in driving our success and achieving our goals. Gena Gussenbauer, Marketing & Business Development, D2C Architects



2020

2020

2021

2021


2023

Investigation, Goals Investigation call, proposal, agreement, NDA. Set hierarchy of goals and timeline. Kick-off by collect design assets. Fine tune branding and design standards.

Target Markets, Branding Identify market expansion opportunities, leverage recent successes. Create social media graphics and message copy.

Social Media Planning, Production Create templates for static posts and videos. Plot a production calendar in coordination with marketing activities and subject matter expertise for identified markets. Set a production and approval process.

Anniversary Campaign Create and implement a campaign celebrating the successes of the firm’s 10th year in business.

Customer Relationship Management  Set goals, select platform. Customize tables, fields, and interface to align with market segments, contacts types, and other fields to support company goals. Create reports, train staff.

