

NVIRO CASE STUDY



The Challenge

- **Nviro is an award-winning, eco-friendly cleaning company whose aim is to create safe, clean and hygienic environments where people can thrive.**
- **I was tasked with advertising their services and successfully promoting their bespoke range of services.**
- **This client was assigned to me at a time when they were trying to attract more university clients**

Say hello to cleaning with a difference
Cleaning with a conscience

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Key Requirements

- **New eye-catching logo**
- **Comprehensive whitepaper showcasing their industry knowledge and expertise**
- **Content marketing strategy incorporating website copy, blogs and thought-leadership pieces**
- **Social media campaign designed to increase leads and brand awareness**

Design Phase

- **I started out by designing a variety of logo concepts and once completed submitted them to my manager, and then to the client for approval.**
- **In the slide below, you'll see a quick video highlighting the various logo concepts I created before I designed their current logo.**

Video demonstration of my logo branding process



Content Marketing Solution

After speaking with the client to define their requirements and objectives, my solution included a combination of the following:

- **White paper on University Funding Challenges (to attract university clients)**
- **LinkedIn Referral campaign aimed at decision-makers in universities and colleges**
- **Google PPC campaign**
- **SEO Strategy**

UNIVERSITY FUNDING CHALLENGES WHITE PAPER



Outcomes

So how did the marketing strategy measure up to expectations?

- **20X ROI as measured using Salesforce and LinkedIn Insights**
- **210 downloads of the University Funding Challenges White paper**
- **10 new universities signed up to Nviro's cleaning services**
- **5 higher education colleges signed up for Nviro's cleaning services**
- **10 people signed up to Nviro's inhouse newsletter (which they manage)**