

CASE STUDY

Weiss Services

Maximizing Impact: A Case Study on Weiss Services' Conference Strategy

Weiss Services, led by industry veteran Jay Weiss, boasts over 30 years of experience in delivering exceptional general contracting services. With a team of seasoned professionals and a reputation for excellence, Weiss Services sought Witmer Group's expertise to develop impactful marketing materials for a special event rollout.



THE CHALLENGE:

Limited Time for Marketing & Maximizing Conference Impact

Weiss Services, a general contracting company with no dedicated internal marketing team, needed expert support to prepare for an upcoming industry conference. With limited time and resources, they turned to Witmer Group to develop a comprehensive marketing strategy to maximize their presence and impact at the event.

Challenges:

- **Time Constraints:** The conference was fast approaching, requiring efficient planning and execution of marketing initiatives.
- **Limited Internal Resources:** Weiss Services lacked a dedicated marketing department, relying on Witmer Group's expertise to handle all aspects of their marketing efforts.
- **Conference-Specific Needs:** Marketing materials needed to be tailored to the conference audience and objectives,



requiring a deep understanding of the event and its attendees.

- **Brand Building:** Weiss Services sought to elevate their brand presence at the conference and establish themselves as a leader in the industry.
- **Lead Generation:** A key objective was to generate qualified leads and connect with potential clients at the conference.

THE SOLUTION:

A Multi-Faceted Marketing Strategy for Conference Success

Witmer Group sprang into action, crafting a comprehensive marketing strategy to ensure Weiss Services made a splash at the conference. But first, they initiated a crucial step: strategic conversation.

Understanding the Needs: The Witmer Group team engaged in in-depth discussions with Weiss Services to fully understand their goals, target audience, and desired outcomes for the

conference. They asked key questions to uncover the company's unique value proposition, competitive advantages, and key messages they wanted to convey.

Crafting the Plan: Based on these insights, Witmer Group developed a tailored marketing plan that addressed Weiss Services' specific needs and objectives. They outlined a multi-faceted approach that included:

- **Interactive PowerPoint Presentation:** Taking Weiss Services' existing content, Witmer Group transformed it into a dynamic and engaging 10-minute presentation. They incorporated interactive elements, compelling visuals, and strong brand messaging to captivate the audience and reinforce Weiss Services' reputation as an industry leader.

Locations Map: To showcase Weiss Services' national presence, Witmer Group created a visually appealing map highlighting their locations across the country. This map was integrated into both their website and the PowerPoint presentation, reinforcing their reach and expertise.

Eye-Catching Postcard: A takeaway postcard was designed and printed, featuring a QR code for easy access to more information. This provided a tangible reminder of Weiss Services' brand and a convenient way for attendees to connect further.

Engaging Activities: Witmer Group suggested creative ideas for giveaways, prizes, and audience participation to enhance engagement and create a memorable experience for conference attendees.

Executing with Precision: With a well-defined plan in place, Witmer Group swiftly executed each element of the strategy, ensuring timely delivery and meticulous attention to detail.

By combining compelling visuals, engaging content, and strategic planning, Witmer Group ensured that Weiss Services maximized their impact at the conference, leaving a lasting impression on potential clients and industry peers.

THE RESULTS AND CLIENT IMPACT:

The project was a resounding success. Weiss Services was thrilled with the final deliverables, expressing their satisfaction with the professional quality of the materials and the overall effectiveness of the Witmer Group's strategic approach.

"We were incredibly happy with the collateral provided by Witmer Group. The presentation was engaging and informative, and the materials were top-notch. We felt incredibly well-prepared for the conference and confident in our ability to connect with potential clients. The entire experience was seamless and exceeded our expectations."

"After the event we received positive feedback on our presentation at the board meetings and have received bids for upcoming projects from several potential clients. Very successful."

By effectively addressing Weiss Services' unique needs and delivering high-quality marketing materials, Witmer Group empowered them to confidently navigate the conference, generate valuable leads, and enhance their brand visibility within the industry.



Is It Time to Outsource Your Marketing?

Like Weiss Services, your company can benefit from having an experienced marketing agency in your corner. Contact Witmer Group to learn how outsourcing can transform your strategy and deliver tangible results.

