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# Reinvigorating Brand Identity and Marketing Foundation

100-year-old company enters its second 100 years with marketing innovation

## Problem

Despite a century-long legacy, ITEN Industries faced significant challenges in its marketing and brand positioning:



**Undefined Brand Identity:** ITEN found it difficult to differentiate itself in the market.



**Inadequate Online Presence:** ITEN's website and social media platforms were sparse.



**Low Visibility:** Without a robust digital footprint, potential clients had difficulty discovering and understanding ITEN's offering.

## Overview

The absence of foundational marketing elements presented an opportunity to:



**Establish a Cohesive Brand Narrative:** By defining who ITEN is, what they do, where they operate, and who they serve, the company could create a compelling story that resonates with their market.



**Enhance Digital Footprint:** Developing comprehensive content across the website, social media, and video platforms would increase visibility and engagement.



**Leverage Historical Legacy and 'Made in the USA':** Highlighting ITEN's 100-year history and its 'Made in the USA' status can build trust and showcase the company's experience and reliability.

## Action

Laying the Groundwork for a Unified Brand Presence



**Defined the Brand Core**



**Built Foundational Content**



**Activated Digital Channels**





# Building the Foundation for Growth

Building a foundation which now communicates who ITEN is, what they do, and why it matters—across every digital touchpoint.



## Solutions

A comprehensive strategy was implemented to address the challenges:

- ✓ Brand Definition
- ✓ Website Enhancement
- ✓ Social Media and Video Content

## Outcome

The strategic initiatives led to measurable improvements:

- ✓ **Enhanced Brand Clarity:** A clear understanding of ITEN's offerings and value proposition.
- ✓ **Increased Online Engagement:** Website traffic and social media interactions saw a significant uptick, indicating higher visibility and interest.
- ✓ **Strengthened Market Position:** By effectively communicating its capabilities and legacy, ITEN positioned itself as a trusted leader in its market.

