



(724) 676 – 4965

📍 1820 Mulligan Hill Rd, New Florence, PA 15944

🌐 50marketing.com ✉ info@50marketing.com

1 YEAR
— OF CONTENT IN —
1 DAY

Problem

ITEN Industries did not have modern marketing.



Branding: References to ITEN's history failed to articulate its forward-looking vision for the next century.



Content: ITEN did not have updated content for its website, videos, or social media to communicate its brand to the market.



Activation: ITEN's marketing was not communicating with target audiences to activate growth opportunities.

Solution

A Content Create Experience was planned for ITEN:



Weeks of planning with outlining, scripting, and storyboarding to capture ITEN's brand story.



A detailed schedule to acquire 1 year's worth of content in 1 day at ITEN's facility.



Final conversation outlines were distributed to the ITEN team for review and preparation.

Content Create Experience



1 day, 14 interviews, and b-roll video of the entire facility





ITEN's Brand Story is Being Told Through Video



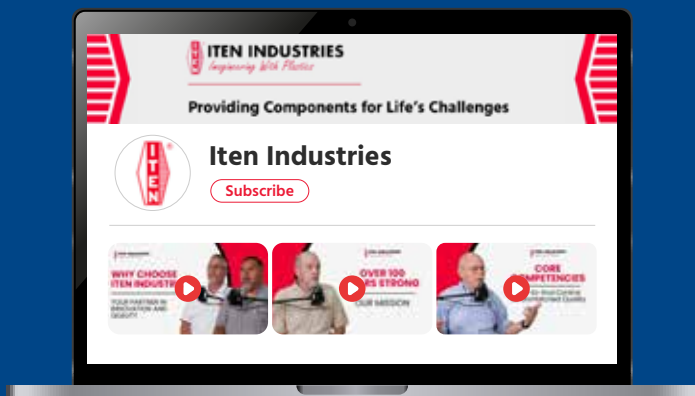
Delivered Content



Branding Content and Videos



Social Media Content and Videos



Outcome



737% increase in YouTube views
Within the first 6 months of distribution



**961% increase in social actions
on LinkedIn**



155% increase in website traffic