



THE it CROWD
A FULL SERVICE MARKETING AGENCY

CASE STUDY

Architecture Demarest

Client Name: Architecture Demarest

Industry: Architecture and Design

Project Duration: 4 years

Services Provided: Branding, Conference Attendance and Lead Generation, Email Campaigns, Conference Booth Creation, Event Creation

THE OBJECTIVES

Objective 1: Refresh and strengthen the Architecture Demarest brand identity.

Objective 2: Increase visibility and connections through conferences and events.

Objective 3: Generate qualified leads and support business development.

Objective 4: Engage prospects and partners with clear, professional communications.

THE CHALLENGE

Architecture Demarest, a leading architectural firm known for its client-centric approach and innovative use of BIM technology, wanted to strengthen its presence in a highly competitive industry. While their portfolio showcased groundbreaking projects across student housing, multi-family, and historic renovation, their brand visibility and market outreach needed to match the level of their architectural achievements. They were also looking for opportunities to connect with industry peers, attract qualified leads, and present their services in ways that reflected their expertise and authority.

APPROACH



1. Discovery and Analysis

We began with a full discovery process to understand Architecture Demarest's vision, portfolio, and challenges. Through this analysis, we identified opportunities to elevate their brand presence and to leverage industry events for meaningful business connections. The assessment revealed a need for consistent branding, stronger event marketing strategies, and targeted lead generation efforts.



2. Strategy & Development

Our team built an integrated strategy that aligned branding, event experiences, and communication efforts. The goal was to present Architecture Demarest as an authoritative, innovative, and approachable partner. This meant enhancing their brand identity, designing an engaging presence at industry conferences, and running targeted campaigns that translated visibility into qualified opportunities.

IMPLEMENTATION

- 1

Branding

We refined Architecture Demarest’s branding to reflect their innovation and client-first values. Updated materials and visuals ensured consistency across digital and physical touchpoints, making their identity more recognizable and memorable.
- 2

Conference Attendance and Lead Generation

We partnered with Architecture Demarest to maximize their presence at major conferences. From planning to execution, we provided resources and support to ensure the team made valuable connections and generated high-quality leads. By preparing sales templates and networking strategies, we helped them convert conversations into opportunities.
- 3

Email Campaigns

We developed and executed email campaigns to reach prospective clients and partners. Each campaign was created to communicate Architecture Demarest’s expertise and highlight their portfolio, while also providing clear calls-to-action for further engagement. This channel became an effective tool for nurturing leads post-event.

- 4

Conference Booth Creation

We designed and produced a booth that captured the essence of Architecture Demarest’s brand. The booth emphasized their commitment to innovation and client collaboration, drawing in attendees and sparking meaningful conversations.
- 5

Event Creation

We supported the planning and promotion of events tailored to highlight Architecture Demarest’s work and expertise. These events provided opportunities to showcase thought leadership, build relationships, and strengthen brand authority.

RESULTS

- Strengthened brand identity across multiple platforms and channels.
- Increased qualified leads generated from industry conferences and events.
- Enhanced audience engagement through targeted email campaigns.
- Positive feedback from peers and prospective clients on event presence and booth design.

LESSONS LEARNED

- This project reinforced the importance of uniting branding, events, and communications under a single strategy. By combining creative design with business development tools, we helped Architecture Demarest translate their architectural excellence into market presence. The key takeaway is that consistent branding paired with intentional engagement leads to stronger visibility, more qualified leads, and lasting industry relationships.