



THE it CROWD
A FULL SERVICE MARKETING AGENCY

CASE STUDY

Elevate CFS

Client Name: Elevate CFS

Industry: Engineering, Prefabrication, and Construction (Cold-Formed Steel Structures)

Project Scope: Branding support, marketing collateral, website copy, and web design

Services Provided: Pub mat design, marketing asset creation, copywriting, website content development, UI/UX layout support

THE OBJECTIVES

Objective 1: Present Elevate CFS as a modern, engineering-driven leader in cold-formed steel building systems.

Objective 2: Create cohesive marketing materials that tell a consistent, elevated brand story.

Objective 3: Translate technical construction language into clear, credible, client-friendly web copy.

Objective 4: Strengthen the online presence with a clean, structured, and professional website layout.

Objective 5: Build a visual identity system that feels modern, minimal, and trustworthy for developers, GCs, architects, and owners.

THE CHALLENGE

Elevate CFS needed a clear, polished way to communicate the strengths of cold-formed steel (CFS) and their turnkey engineering-to-construction service model. While the team excelled in the technical and structural aspects of CFS, they needed marketing materials that translated their expertise into simple, compelling, and visually digestible content.

Additionally, their website required updated messaging and structure to reflect their two-phase service delivery model and differentiate them from traditional general contractors and design-build firms.

APPROACH



1. Discovery and Analysis

We reviewed Elevate CFS's deck, project summaries, and technical documentation to identify three priorities: clearly differentiating CFS from traditional materials, strengthening the engineering-first brand story, and creating consistent visuals across web, social, and presentations. We then defined a messaging hierarchy and key website content sections.



2. Strategy & Development

We created a messaging framework focused on clear, accessible language, CFS's core advantages (sustainability, speed, and cost-efficiency), Elevate's engineering-first process, and proof-driven performance messaging—guiding all creative and web content.

IMPLEMENTATION

1

Pub Mat & Creative Asset Development

We designed a cohesive set of visual materials that aligned with Elevate's modern and structural aesthetic.

Deliverables included:

- Project explainer graphics
- Phase 1 / Phase 2 breakdown visuals
- Cold-formed steel educational pub mats
- Branded social media graphics and layout patterns
- Consistent typography, spacing, and visual style across all assets

Challenge: Communicating a technical construction process visually

Solution: We used clean iconography, modular layouts, and minimal copy to make concepts intuitive and easy to understand.

2

Website Copywriting & Web Design Support

We rewrote the full site copy with emphasis on:

- What CFS is and why it matters
- Elevate's engineering-driven process
- The benefits of early engagement in Phase 1
- A clear, professional tone that speaks to architects, developers, and contractors

We also organized content into a more navigable structure:

- Hero value proposition
- Why CFS
- Why Elevate CFS
- Services breakdown
- Two-phase project model
- Clean footer, CTAs, and contact flow

Challenge: Balancing technical detail with marketing clarity

Solution: We preserved key engineering information while making it simple enough for non-technical decision-makers to understand.

RESULTS

Elevate CFS walked away with:

A unified, polished brand story that clearly explains who they are and what they do

A library of branded pub mats ready for presentations, pitches, and digital outreach

Website copy that positions them as a credible, engineering-first construction partner

A professional visual identity that reflects their precision and technical expertise

The new messaging and assets give Elevate a consistent foundation for sales, investor pitches, and developer outreach.

LESSONS LEARNED

Technical industries benefit greatly from simplified, structured messaging—clarity drives trust.

Strong visuals increase understanding, especially when explaining processes like engineering coordination or prefabrication.

A unified visual and verbal identity makes outreach more professional and easier to scale.

Early collaboration on copy and design ensures that marketing matches the actual engineering process accurately and convincingly.