



**THE it CROWD**  
A FULL SERVICE MARKETING AGENCY

# CASE STUDY

## Workplace Solutions

**Client Name:** Workplace Solutions

**Industry:** Commercial Furniture & Architectural Interiors

**Project Duration:** August 2019 to January 2020

**Services Provided:** Social Media Management, Email Campaigns, Sales Collateral Design, Branding Guide Development, Google Business Optimization, and Click Tracking & Monthly Analytics

### THE OBJECTIVES

**Objective 1:** Modernize their brand presence across digital channels

**Objective 2:** Increase visibility and engagement in local markets (Dallas, Austin, and Houston)

**Objective 3:** Support sales teams with polished, on-brand marketing materials

### THE CHALLENGE

Workplace Solutions had built a strong reputation in commercial interiors, but their digital presence no longer reflected the quality of their work. Their messaging, visuals, and engagement needed a refresh that made their services feel clear, approachable, and relevant—without the fluff.

### APPROACH



#### 1. Discovery and Analysis

We kicked off with a deep look into their current marketing assets and audience behavior. This included website traffic patterns, content performance, and a pulse check on their social and Google Business listings.



#### 2. Strategy & Development

From there, we built a full plan that connected the dots—tightening brand consistency while leaving room for each location to shine. Our focus? Make WPS feel modern, organized, and easy to engage with online.

We paired design upgrades with clear messaging, and backed it all with real-time tracking to measure progress and tweak as needed.

# IMPLEMENTATION

1

## Social Media Management

- We built a monthly social plan across Facebook, LinkedIn, and Instagram with 12 platform-specific posts per month.
- Content included product spotlights, culture pieces, and project features.
- Geo-targeted efforts helped boost each city's local engagement.

2

## Email Campaigns

- Developed and sent branded newsletters highlighting WPS's offerings and culture.
- Optimized content and subject lines to boost open rates.

3

## Sales Collateral & Branding

- Designed a custom Sales Booklet showcasing products and services.
- Created a new branding guide to streamline future content across departments.

4

## Google Business Optimization

- Audited and optimized listings for Dallas, Austin, and Houston.
- Focused on keyword relevance, accurate contact info, and location-specific content.

# RESULTS

While still in pre-launch, The Queen's Tea Box has:

Google Business visibility boosted across all locations:

Dallas: 5,416 views

Austin: 1,395 views

Houston: 3,061 views

Email open rates reached 24%, exceeding the industry average (22.5%)

Brand assets like the Sales Booklet and social templates empowered the internal team to stay consistent

# LESSONS LEARNED

Workplace Solutions showed us the power of a well-run legacy brand that is willing to rethink its messaging. You don't need to blow up your identity to modernize—you just need a marketing partner who sees where the gaps are and knows how to close them with intention and style. For WPS, this meant better visibility, better materials, and a brand that looked as premium as their service always has been.