

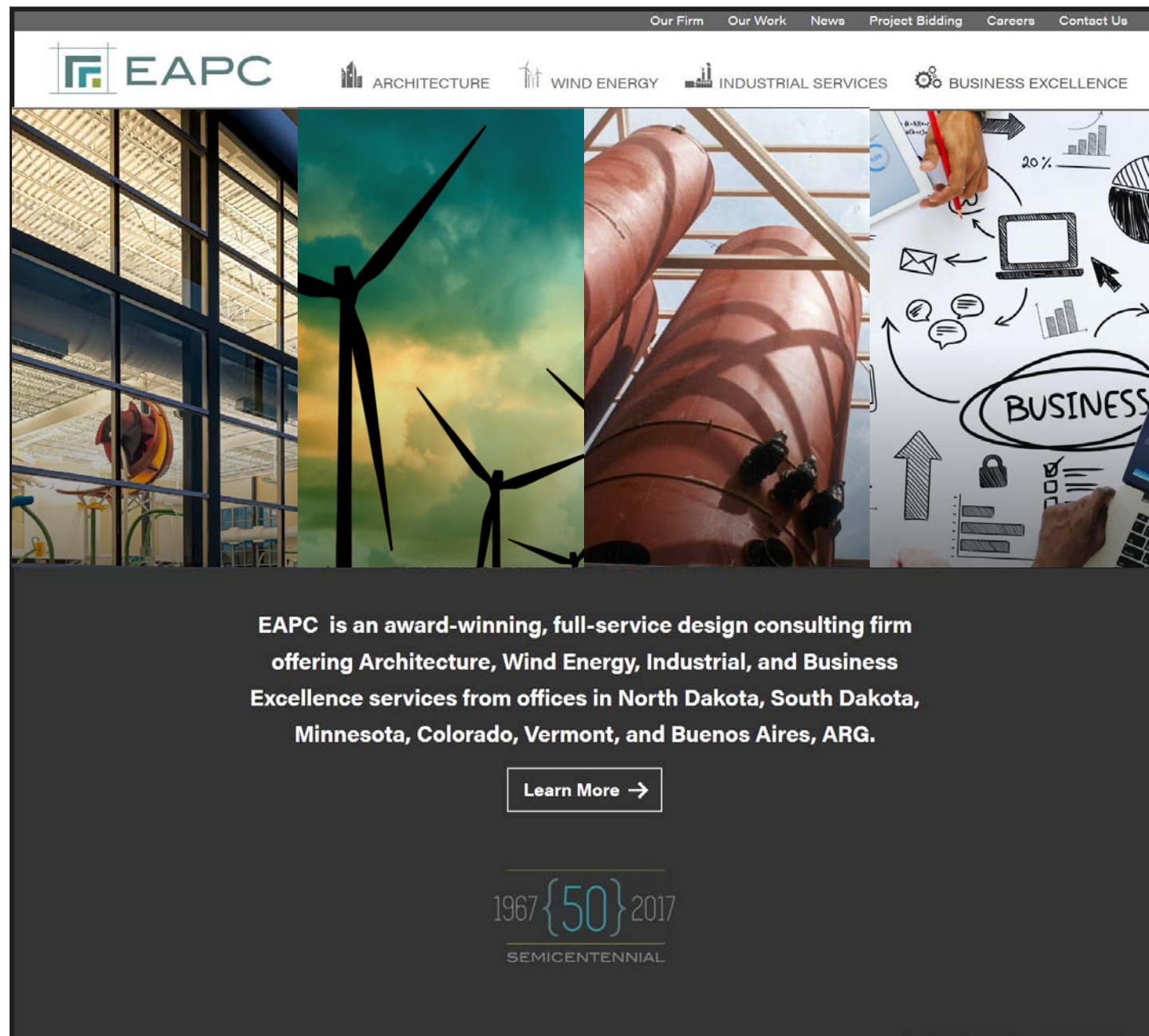
Zweig Group 2017 Marketing Awards

WEBSITE

www.eapc.net

May 1, 2017





Zweig Group 2017 Marketing Awards

WEBSITE

www.eapc.net

A public website that promotes our firm

May 1, 2017

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Description/Development

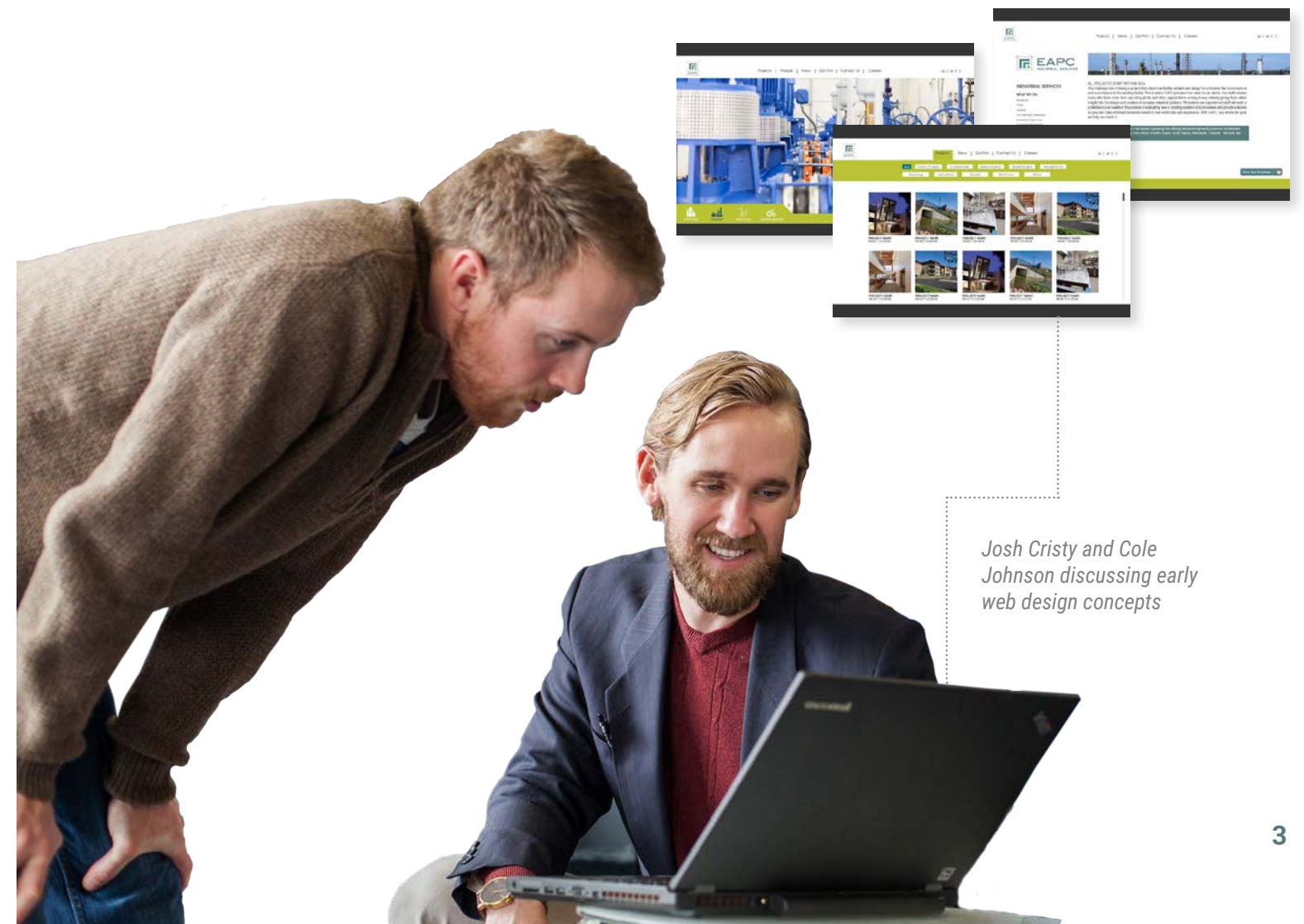
Describe the marketing piece/campaign.

A completely redesigned, mobile friendly website that promotes EAPC's multiple unique divisions, launched in celebration of the firm's 50 year anniversary.

How is it unique?

One unique aspect of this website is that from concept to completion, the layout and functionality were driven by EAPCers. EAPC staff handled the research, planning, and the design concepts and mockups. We also determined its functionality. Additionally, once the site was developed, EAPC finished the building work by adding all of the pages, text, images, and content to complete the site.

A unique challenge in our new website redesign was finding a way to present EAPC as a unified company as we have multiple unique divisions. All divisions need to be presented equally (Architecture & Engineering, Wind Energy, Industrial Services, and Business Excellence), not detracting from any one division and not promoting any one division as more important than another.



Josh Cristy and Cole Johnson discussing early web design concepts

What planning/research was conducted before its development?

Web design trends were researched and considered. Six prominent architecture firm websites were researched as well as Wind Energy consulting and Industrial Services consulting sites. Based on our observations, we concluded that large, dynamic photos and a simple navigation menu were essential elements to a successful site. We realized also that other Wind and Industrial sites were very text-heavy and lacked the appeal that we wanted our site to include. By reducing text and focusing on key information, we determined we could make our Wind and Industrial divisions stand out among our competition by using striking imagery and easy-to-read content. Additionally, the following current trends were implemented in the design, layout, and functionality of our website:

1.

Hidden and Minimized Navigation Menus
2.

Hamburger Menus
3.

Fewer Menu Options
4.

Vertical User Flows
5.

Card Design
6.

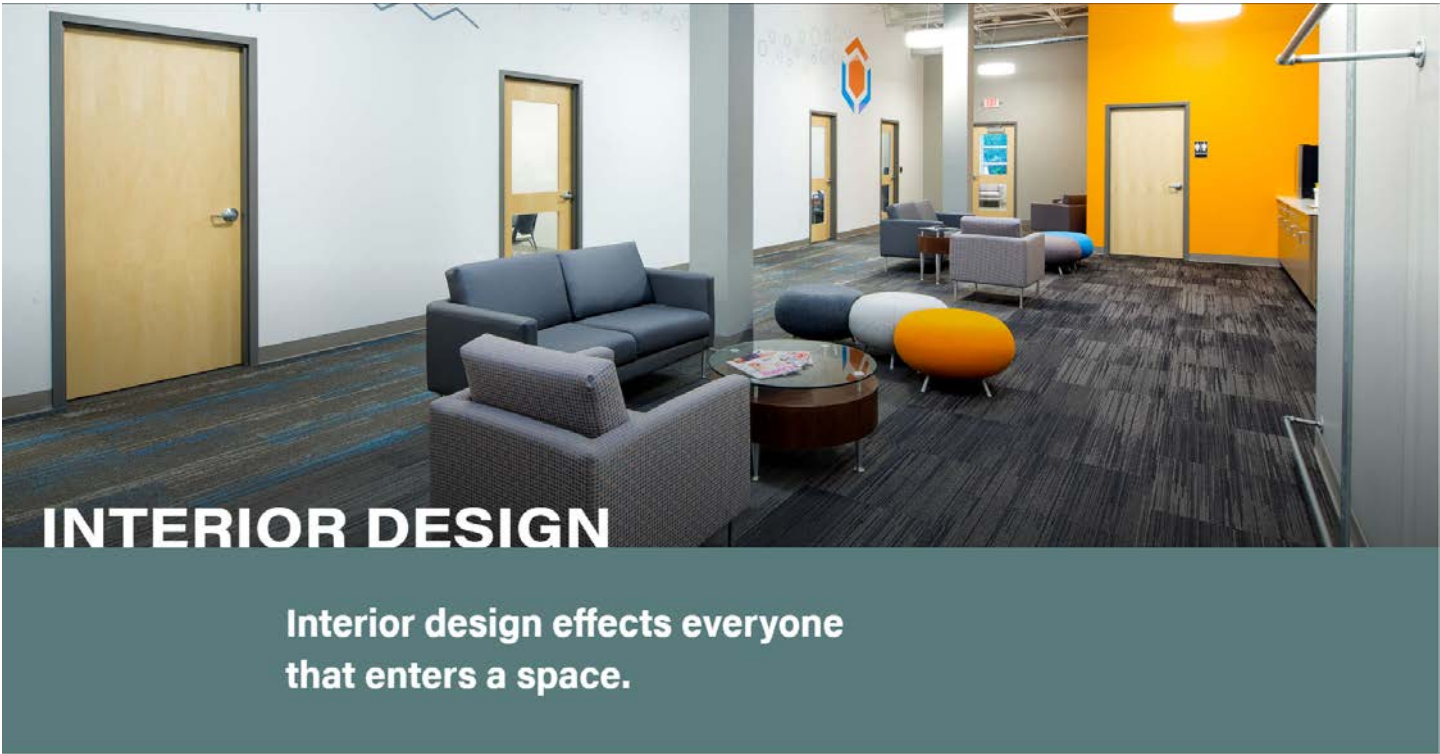
Bold Colors
7.

Bold Typography
8.

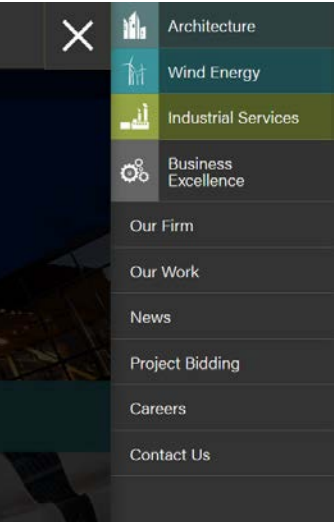
More Authentic Photography
9.

Full-Width Images
10.

Emphasis on Content



Large, dynamic, full-width images



Describe how you determined what kind of marketing communications would best serve your goal and the process of developing this piece.

It was determined that our preliminary concepts should strive for simplicity and function in a manner that would allow any visitor to navigate the site without confusion and unnecessary noise. We visualized how to merge the trends we wanted to incorporate with EAPC's corporate colors and character. Once a preliminary concept was complete, discussions began regarding a complete website redesign.

EAPC worked with Anchor Marketing/Code Roadies in Grand Forks, ND to determine direction for the new website, develop a strategy with a new site map and user flow, and create schematic design concepts.

Anchor Marketing/Code Roadies provided two design concepts based on the ideas and mockups that EAPC provided. One concept was more “conservative” and the other more “extreme”. After reviewing and discussing each option, EAPC chose to continue with the development of the “extreme” version to help us achieve incorporating the new design trends. EAPC's team had used Adobe Photoshop to mockup various sections of the website for Anchor Marketing/Code Roadies to follow. Anchor Marketing/Code Roadies closely analyzed EAPC's mockups and looked for patterns and repetition to determine how to build the various content sections EAPC would require. Together, EAPC and Anchor Marketing/Code Roadies used an online program called Gather Content to bring existing text from our old website and then modify it. Using Gather Content, EAPC was also able to provide instructions for the layout and setup of each individual page of the site.

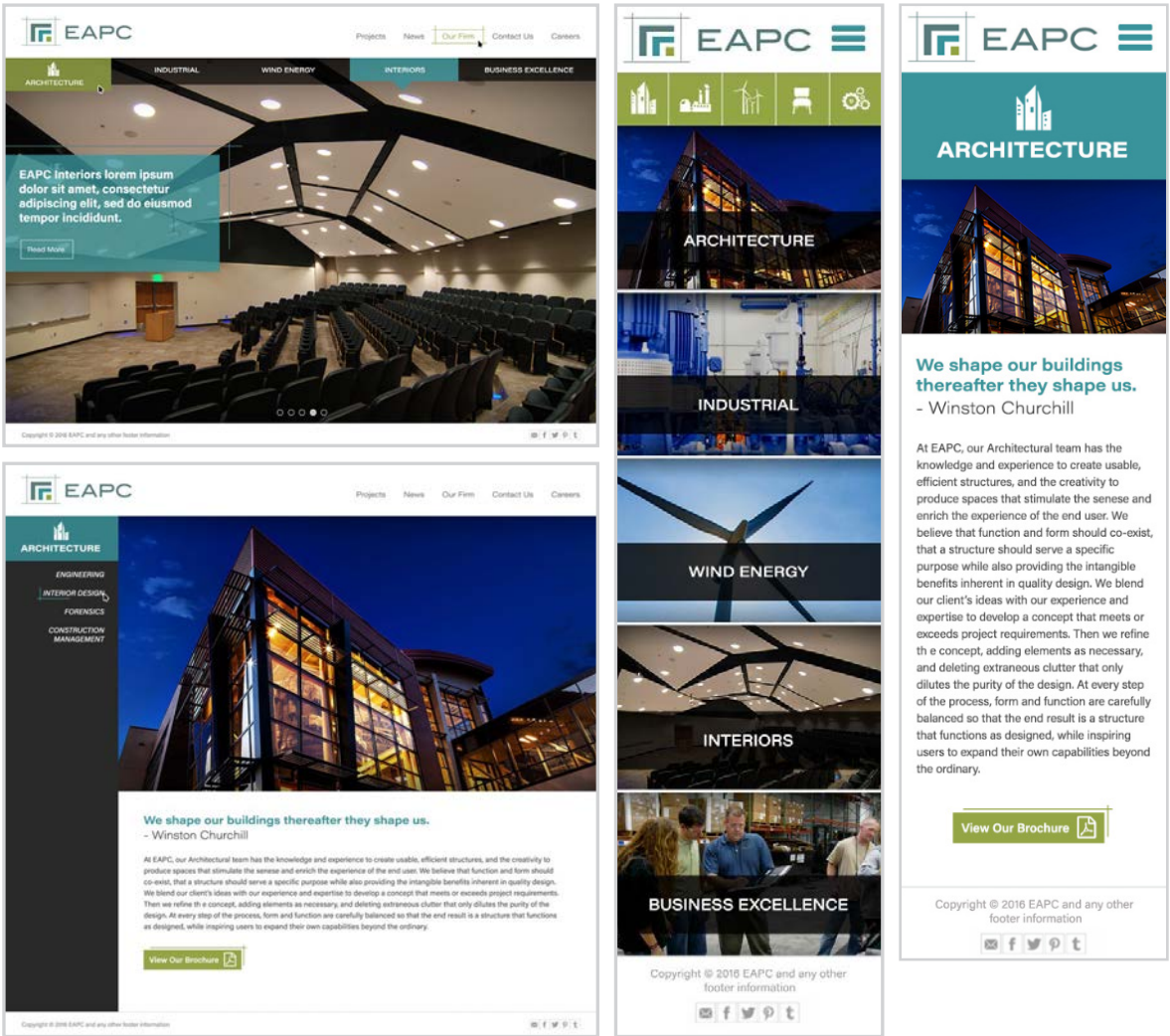
Once Anchor Marketing/Code Roadies completed the process of developing the site in WordPress CMS, EAPC was able to take over and begin creating each webpage and populating them with text and images. When the website was near completion, the review process began with individuals that oversee each division and department in the firm. These individuals provided comments and suggested changes. When the review process was complete, the site went through final optimizations and approvals before browser testing was completed and the site went live. The site then went through a 5 day soft launch with all employees and then a hard launch to clients and EAPC's social following.



EAPC's initial concepts



EAPC's concepts submitted to Anchor Marketing/Code Roadies for further development



Anchor Marketing/Code Roadies' "Conservative" concept

Provide a list of the individuals who participated in the process.

Ian Schimke, Architectural Intern: initiated conversation about a website redesign, created the first design concepts, and researched competitor and industry related websites to determine where we needed to make improvements

Cole Johnson, Architect & Project Manager: collaborated with Ian on initial design concept mockups and ideas, provided detailed instruction to the website developer on how the site should be laid out and its functionality, assisted in creating the site map, made key decisions about the site's style guide, design, and layout, provided written content for the site, and assisted in the final design and webpage building

Josh Cristy, Project Designer: provided design concept mockups and detailed instructions on how each webpage should look

Melissa Hubka, Administrative & Marketing Assistant: provided webpage building assistance

Shelby Hartung, Corporate Photographer: provided new and specific photography used site-wide

Lori Bakken, Marketing Director: facilitated the overall process of redesigning the new site, kept accountability for schedule and timeline, presented the concepts and budget to the Partner Group for approval, reviewed, edited, and provided website content

Lauren Flier, Graphic Designer: composed each webpage by adding prebuilt sections, deciding on layout for each section and page, and added content to each page. Worked directly with the web developer on design decisions and revisions. Coordinated with appropriate EAPC personnel for review and editing

Ryan Vorachek, IT Director: edited DNS entries and pointed them to the new location to transition from our previous site to the new site. This also included redirecting Exothermic Engineering's former website to EAPC's new site. (EAPC acquired Exothermic Engineering in April 2016)

Anchor Marketing/Code Roadies, Web Developer: consulted with EAPC to determine direction for the new site, proposed a strategy with a new site map and user flow, worked closely with EAPC on multiple design decisions and revisions, programmed and built the site in WordPress CMS and tested it across various platforms including desktop, tablet, and mobile, optimized the site and assisted with launching



Josh Cristy and Ian Schimke

The following individuals provided website review and direction regarding content for each indicated section:

Stanley Schimke, Director of Healthcare Services: Architecture, Healthcare Sector

Leap Chear, Senior Architect: Sustainability

Kristina Johnston, Director of Interiors: Interior Design

Darren Neff, Structural Engineer & Department Manager: Structural Engineering

Anthony Corcoran, Mechanical Engineer & Department Manager: Mechanical Engineering

Cory Vaughn, Electrical Engineer & Department Manager: Electrical Engineering

Jay Haley, Principal in Charge of Wind Energy: Wind Energy Division

Paul Prout, Principal in Charge of Industrial Services: Industrial Services Division

Bruce Ogden, Director of Business Development for Industrial Services: Industrial Services Division

Paul Fry, Process Engineer: Chemical Engineering

Bill Smith, Electrical Engineer: Combustion Engineering

Chad Frost, Director of Business Excellence: Business Excellence Division

Lori Bakken, Marketing Director: Our Firm, Our Work, Project Bidding, Careers, News, Home, and overall review



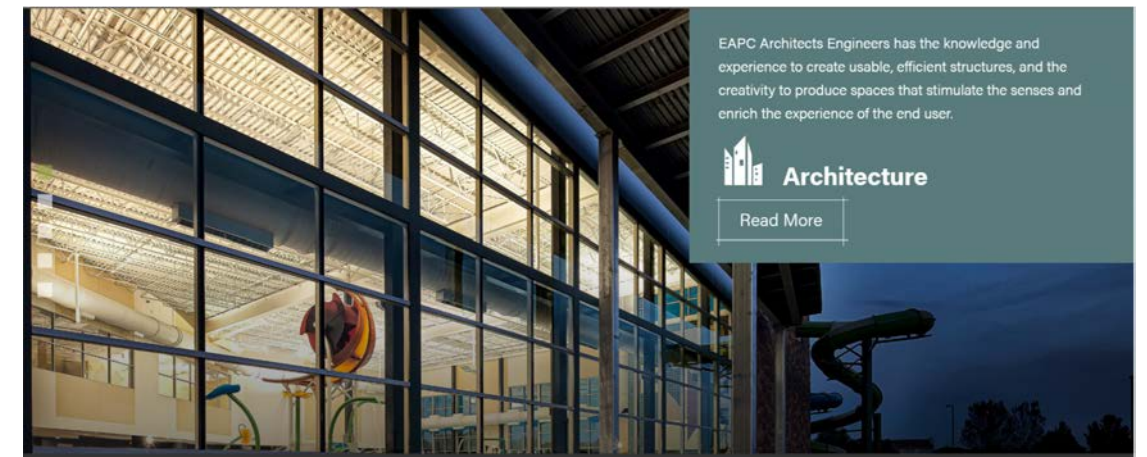
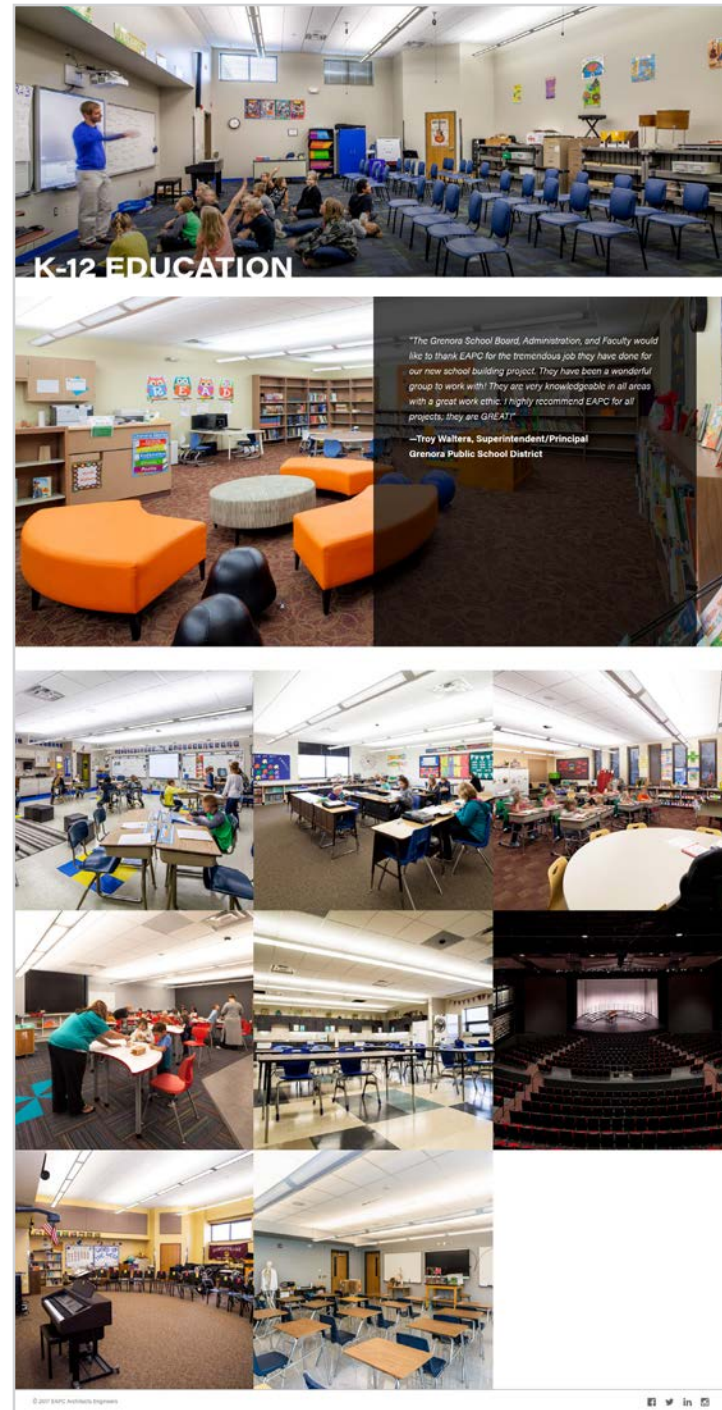
EAPC's Marketing Team: Melissa Hubka, Sydney Jordan, Melanie Schmidt, Lori Bakken, Krissy Trowbridge, Lauren Flier, Shelby Hartung

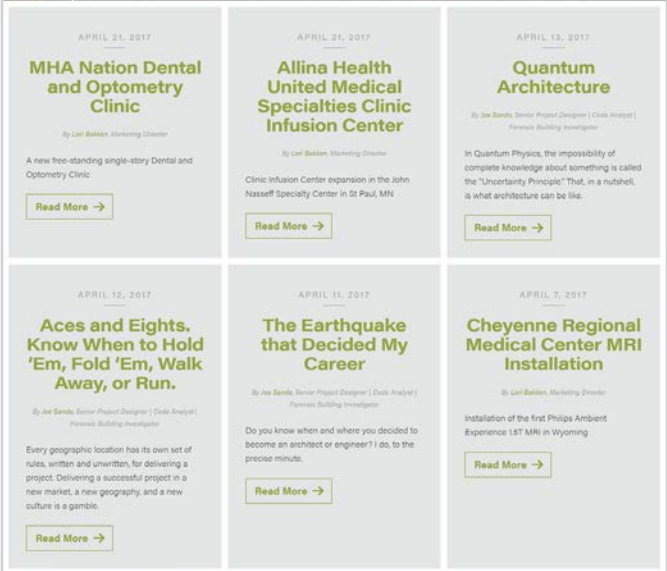
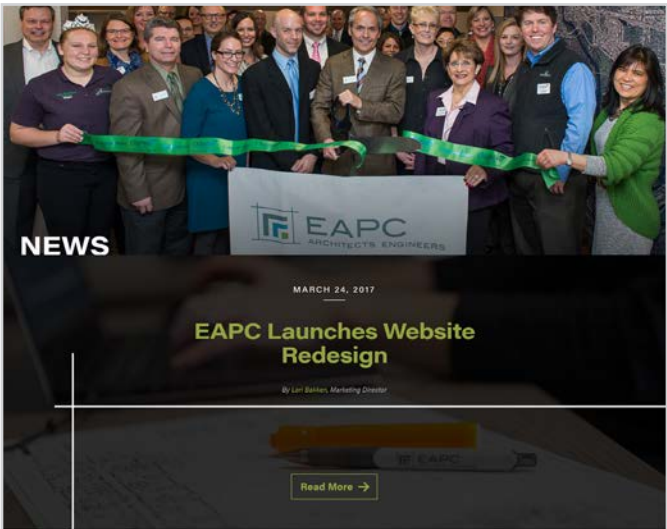
Goals

Describe the general purpose of the marketing campaign.

Create a website that:

- is easy to use and navigate on any device
- promotes our multiple divisions equally
- has a clean and visually appealing design
- has a refreshing and cutting edge layout
- has enhanced content and improved search functionality
- showcases our work and provides quick and easy access to specific project information
- presents the depth of our expertise in digestible quantities
- uses large, visually compelling images to catch the eye
- uses attractive and interesting images to represent all of our distinct sectors to show our clients that we value and take great pride in the their industry
- provides existing and prospective clients, as well as future employees, a more comprehensive understanding of the firm's innovative design consulting services
- informs visitors on our services, current projects, projects available for bid, project updates and completions, business activities, corporate milestones, events, and career opportunities





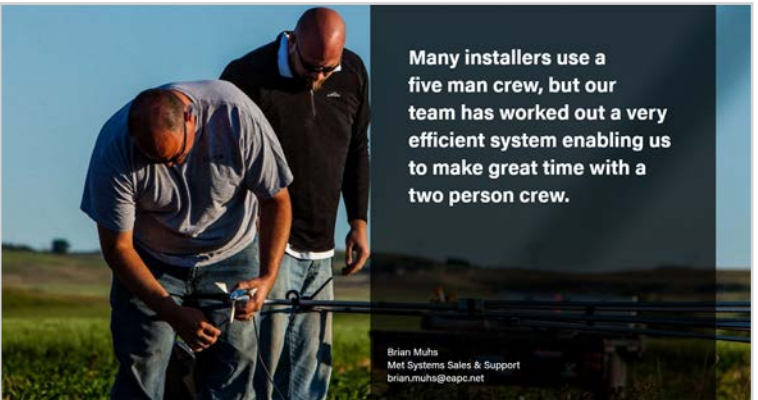
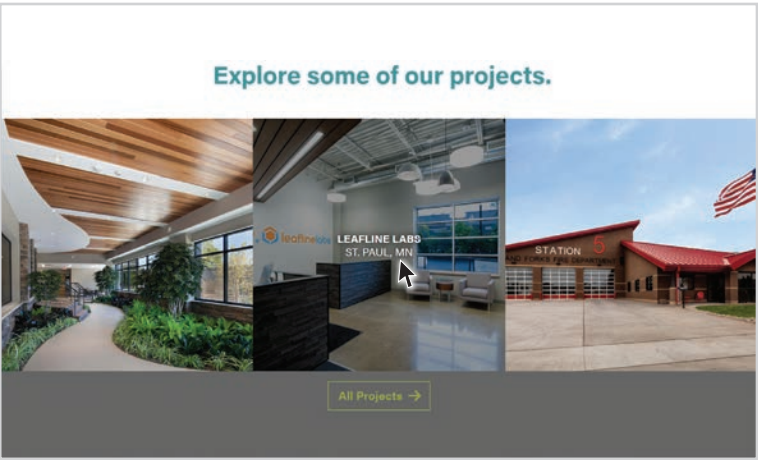
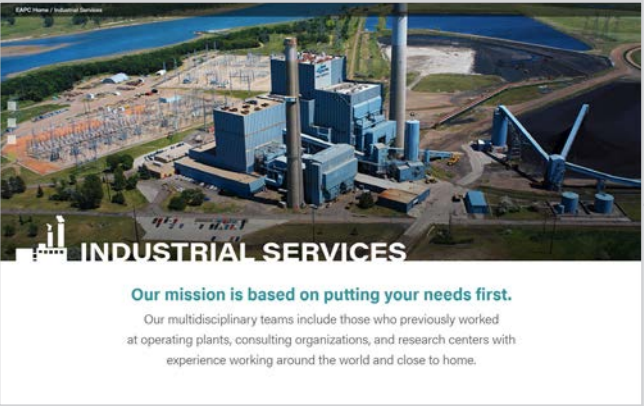
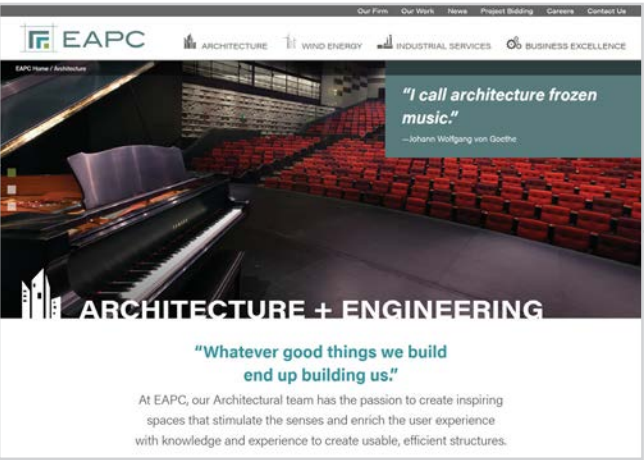
Describe the specific goals for the piece and the target audience at whom it was aimed, as well as how you planned to reach that specific audience.

The primary target audience for this website is existing and prospective clients. For our existing clients, the goal of this website is to help them understand more about the services EAPC provides and instill in them even greater confidence in our ability to deliver successful projects and excellent service. For prospective clients and anyone in the industries we serve, the goal is to present ourselves as leaders and experts in the services we offer. In general, our goal is to simply inform our audience about who we are, our culture, what we do, where we do it, how we have been successful, and how we can best serve their design needs.

The secondary audience for this website is anyone interested in working for or consulting with EAPC whether that be future employees, design partners for collaborative efforts, contractors, or service providers. Our goal is to inform this audience about who EAPC is, our culture, what services we provide, and what our areas of expertise are within the design consulting industry.

We reach these audiences by showcasing our innovative design consulting services with amazing photography and by promoting our expertise and industry leadership through example projects and a blogging platform. We also promote our culture throughout the website through employee testimonials and statements as well as photos from company events. Additionally, the site was set up for search engine optimization, making it easier for search engines to find us based on our website content.

Our printed marketing materials contain a great deal of information. We wanted to incorporate this information into the website, but do so in a way that wouldn't overwhelm the reader and clutter the site. Visitors are presented with an opportunity to explore more information should they choose to scroll further and dig deeper.



Scope

Who was the intended recipient of the marketing piece/campaign?

EAPC existing clients, prospective clients, consultants, service providers, current employees, and future employees.


How large is this audience and how was it distributed?

The following outlines how we announced and promoted our new site to reach our audiences:

- Announced to employees via email, internal newsletter, and intranet
- Created social media announcements and campaigns with videos showing the website in use on both a desktop computer and a mobile device
- Created a news post on the new website announcing the launch and explaining new features
- Launched an email campaign created through Mail Chimp and sent to our client mailing list
- Announced the new website launch in our client newsletter, EAPCInk
- Held a contest on social media asking people to find a hidden image on the site for a chance to win a \$25 Amazon.com gift card
- Additionally, our web address is advertised continuously on all of our marketing materials

EAPC Architects Engineers
Published by Lauren Flier [?] · March 29 at 10:48am ·

Find the hidden image on our new website for a chance to win! Full contest details here: <http://bit.ly/2opLaU1>



Find the Hidden Image and Win a \$25 Amazon Gift Card

Find this image for a chance to win! It's hiding somewhere on our website. Look around and explore our brand new site.

EAPC.NET

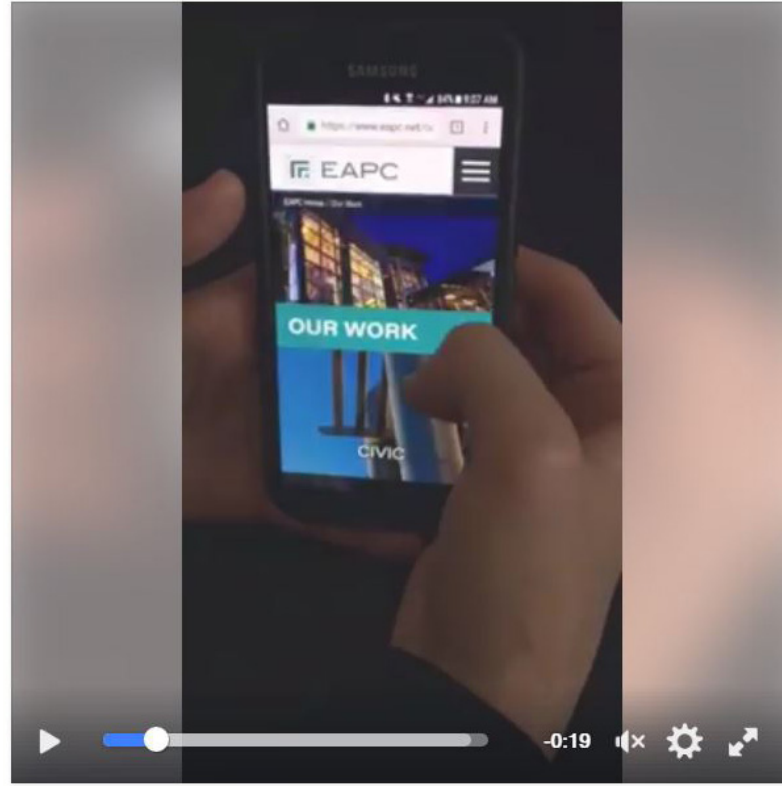
EAPC Architects Engineers
Published by CoSchedule App [?] · March 20 ·

And we have lift off! As we celebrate our Semicentennial, what better way to commemorate this significant milestone than with a new website! Check it out at www.eapc.net #EAPC50



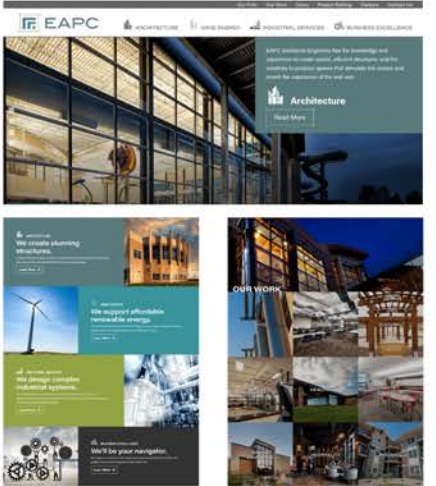
EAPC Architects Engineers
Published by CoSchedule App [?] · March 23 ·

Our new website is mobile friendly! Check it out at <http://bit.ly/2mO2MZo> #eapc50



1967 {50} 2017
SEMICENTENNIAL

EAPC just launched a new website
Take a Look!



EAPC is celebrating 50 years in business with a new, mobile-friendly website. We invite you to explore all of our services, view some of our recent work, and read industry-related articles written by EAPCers.


Interested in Winning a \$25 Amazon Gift Card?

We've placed the image below somewhere on our new site. Find it and you could win!

- Search our [site](#) until you locate the hidden image
- Visit our [Contact Us](#) page and tell us what page you found the image on
- Take a screen shot of the page you found it on and attach it to the contact form

All participants will be entered to win a \$25 Amazon Gift Card.* The contest ends Friday, March 31 at midnight. The winner will be announced Monday, April 3!

*One entry per person. Valid entries must include contestant name, email address, and name of webpage on www.eapc.net where hidden image is located.



[Start Exploring](#)

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No longer want to receive special announcements from EAPC? You can update your preferences or unsubscribe from this list.

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IV Results

Were your established goals achieved?
What specific results did you achieve?

Yes. EAPC's new website:

- is now optimized for mobile devices
- is easy to use and navigate
- promotes our multiple divisions equally
- has a clean and visually appealing design
- has a refreshing and cutting edge layout
- has enhanced content and improved search functionality
- showcases our work and provides quick and easy access to specific project information
- uses dynamic photography to showcase our expertise
- provides existing and prospective clients as well as recruits a more comprehensive understanding of the firm's innovative design consulting services
- informs visitors on our services, current projects, projects available for bid, project updates and completions, business activities, corporate milestones, events, and career opportunities



How did you measure the level of success (what analytics and/or other objective measures were used)?

Although increasing traffic was a goal (and this was achieved due to making it mobile-friendly), our primary objective was to give our site a new look utilizing website design trends. We paid particular attention to including larger, more dynamic images as well as overall design. Our success in this objective was measured in part by the feedback received from our website users.

Provide any relevant anecdotal measures of success.

One EAPC acquaintance said,
“Very cool photography and graphics!!”
—Barry Wilfahrt, IOM, CCE, President & CEO, The Chamber Grand Forks/East Grand Forks

Another EAPC acquaintance commented,
“The new website looks fantastic. Nice photography and design. I love it.”
—Laura Cory, Graphic Designer, University of North Dakota School of Medicine and Health Sciences



Did this campaign win any other awards?

The website’s developer, Anchor Marketing/Code Roadies, entered this website into the Graphic Design USA 2017 American Graphic Design Web Awards. Winners have yet to be announced. This campaign has not been submitted for any other awards.



Budget

What was the budget for the piece, including both labor and purchased services/supplies?

\$20,000

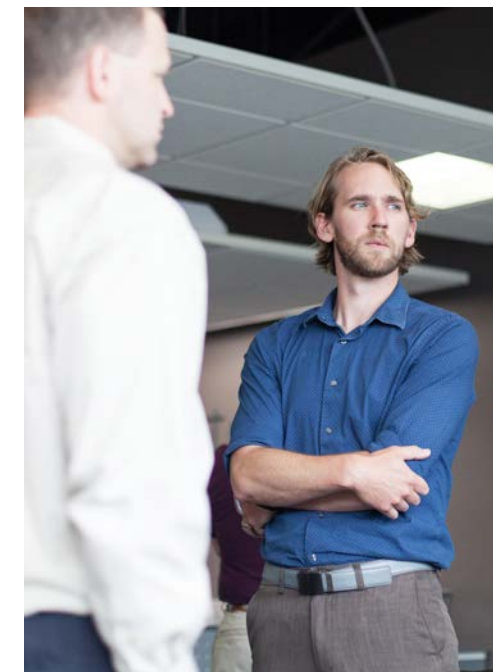
What was the actual cost (labor and purchased services/supplies)?

Anchor Marketing/Code Roadies Service: 150 hours; \$15,000

EAPC Internal Staff Labor: 100 hours; \$4,750



Lauren Flier coordinating with Anchor Marketing/Code Roadies



EAPC internal research, planning, discussion, and review

