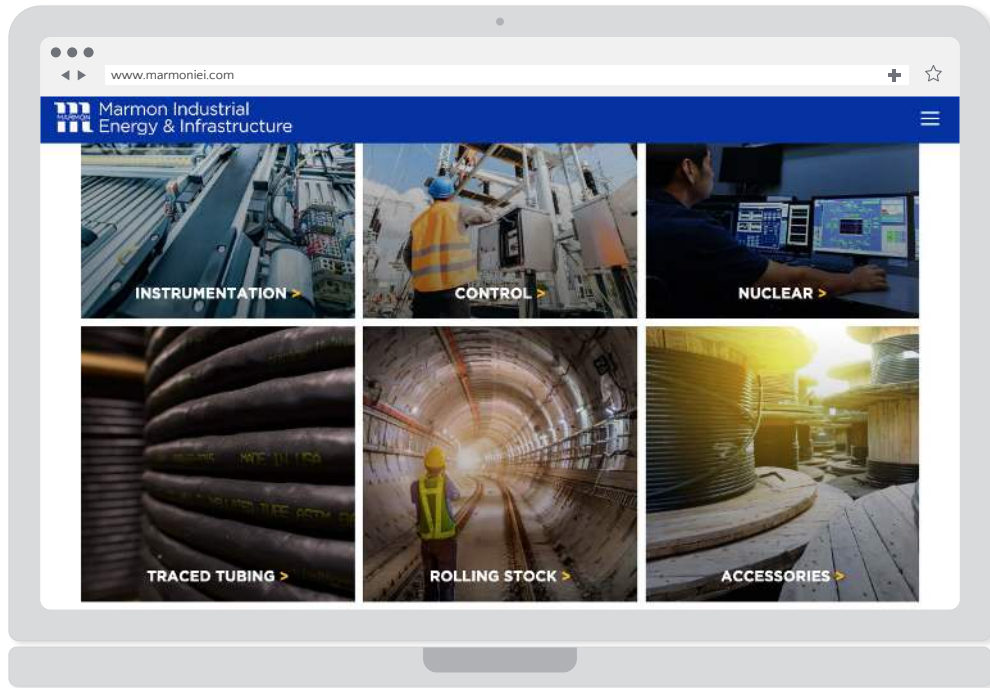


# MARMON IEI

Brand Management | Website Development | Industrial



Website Development

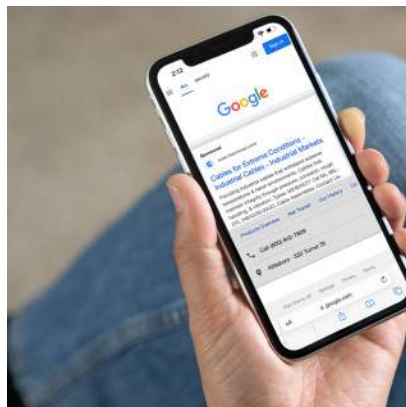
## THE BIG IDEA

Marmon IEI came to Kudzu with a complex request. The newly-formed Marmon IEI, a division of Marmon Electrical, was a consolidation of six independent businesses that needed support with a unified brand voice and website. The site would need to serve various target audiences, establishing the brand's presence in the market. The challenge was to complete a large website combining multiple products, brand identities, and corresponding market information in four months for a January 1, 2023 launch date.

Brand Style Guide Booklet



Google Ads



**8%**  
CLICK-THROUGH RATE

## THE STRATEGY

Kudzu tackled the intricate project by providing a streamlined process for the website development. Kudzu met every two weeks with Marmon IEI, ensuring that milestones were achieved, content was collected and generated, and missing assets were gathered quickly. Kudzu created an attractive, fully functional site and a strategic plan for adding products and content aligned with their SEO efforts on time.

*“Kudzu understood our direction and goals, strongly supported our brand guidelines and messaging, and through their technical aptitude and creative approach, have enhanced the buying journey for our customers.”*

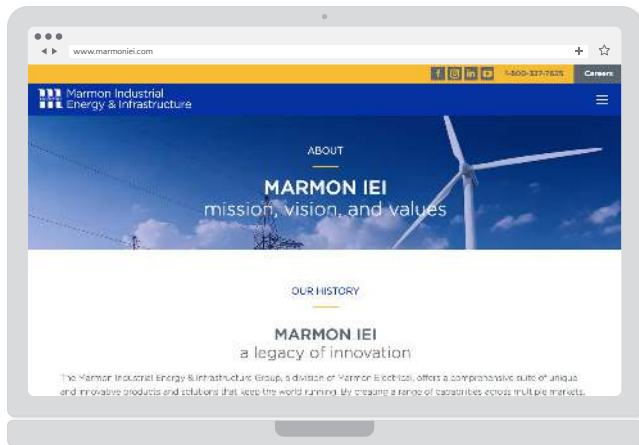
Crysta Abell, Marketing Manager  
Marmon IEI



## THE IMPACT

Marmon IEI’s complex website and tight time frame required a massive team effort. The website had to present various information, guaranteeing different users could easily find what they needed. This involved custom programming, thoughtful designs, and creative troubleshooting. Ultimately, the client launched their site and solidified a growing partnership between Marmon IEI and Kudzu.

Today, Kudzu continues to work alongside Marmon IEI on digital advertising initiatives, website management, and strategic alignment as new companies are folded into the Marmon IEI brand.



**159%**  
INCREASE IN  
WEBSITE TRAFFIC

**30%**  
MONTHLY USER  
STICKINESS



## READY TO GROW YOUR BUSINESS?

Scan the QR Code to learn how Kudzu Brands can get your brand growing.