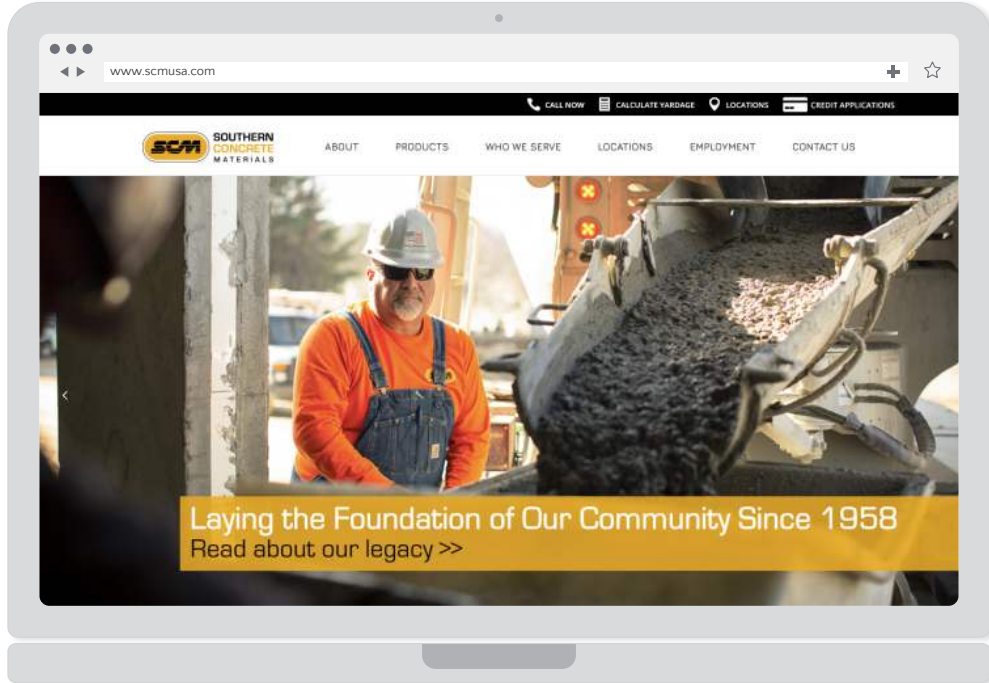


SOUTHERN CONCRETE MATERIALS

Brand Development | Brand Management | Website Design | Construction | Manufacturing & Technology



Website Development and Management

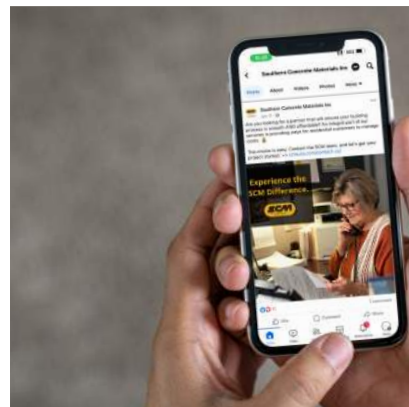
THE BIG IDEA

Southern Concrete Materials (SCM) has supplied ready mixed concrete, precast concrete products, construction products and tools, and masonry block products to the Western North Carolina region since 1958. They have grown to multiple divisions served by more than 24 plants through superior service and products. SCM came to Kudzu to elevate their brand aesthetic and messaging, reflecting their growth and demonstrating relevance in their constantly evolving digital world. SCM also sought to drive website traffic and cultivate new sales leads to gain new customers and retain returning customers.

Brand Photography



Social Media Management



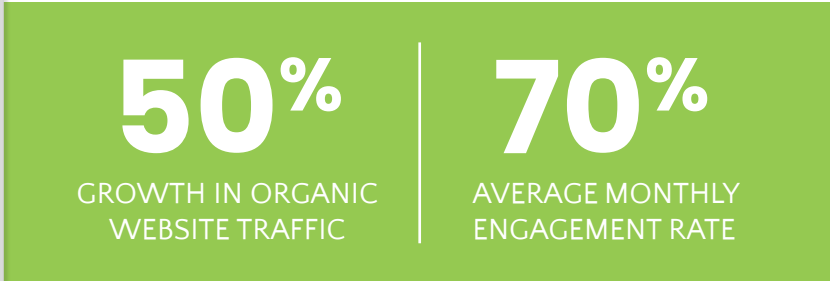
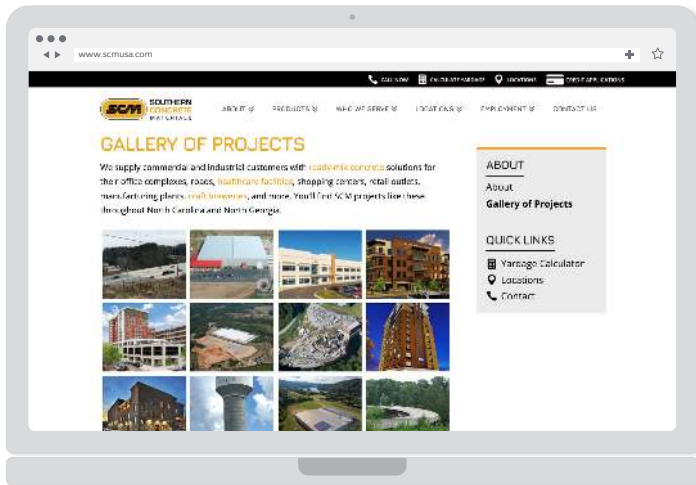
48%
GROWTH IN SOCIAL
MEDIA REACH

THE STRATEGY

Initially, Kudzu helped SCM's brand identity evolve with strong and relevant messaging, updates to their existing brand mark, and a modern website. Since completing these foundational branding items, Kudzu continues to support SCM with ongoing brand management, focusing on providing customers with a better understanding of their services. Kudzu utilizes digital marketing platforms to inform and engage customers on SCM's suite of services, including Facebook, Instagram, and LinkedIn. We also assist with their ongoing recruitment campaigns, prominently featuring their existing employees as ambassadors.



Brand Photography



Website Development and Management

THE IMPACT

SCM received an uplifted brand while maintaining the qualities of their original look. We created a new website that is one of the most modern and professional currently in the state. SCM continues to invest in professional photography, allowing them to showcase their locations and extensive projects. They also have a coherent and consistent social media presence. SCM's work with Kudzu has helped them understand their position in the market and clarify their vision for the future.



READY TO GROW YOUR BUSINESS?

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