

# KIMBIA®

## Strategic Rebrand Takes Kimbia to New Level of Market Recognition

### ABOUT KIMBIA

Kimbias provides innovative online fundraising and event management solutions for nonprofit organizations, giving them the ability to effectively use the internet to increase giving, participation and support for their causes. Kimbia's multi-faceted approach to online fundraising encompasses all areas where potential donors might be found including events, websites, social media, mobile devices and more.

*"The resources, experience, work product and connections Launch brought to the table were invaluable to us. With Launch, we were able to do everything at once and very well."*

-Dan Gillett, CEO, Kimbia

### The Opportunity: Refresh Company Image and Marketing

Kimbias was growing and wanted to appeal to a broader audience. They sought a strategic partner to act as a Virtual VP of Marketing who could solidify and update their brand identity, provide assistance with segmentation and product creation/pricing, and make marketing recommendations.

### The Solution: Comprehensive Marketing Plan and Rebranding Strategy

Launch Marketing evaluated Kimbia's position in the nonprofit services sector, taking into account how they wanted to be perceived in the marketplace. After conducting extensive market research, Launch redefined Kimbia's segmentation, created new positioning and messaging, and developed a comprehensive integrated marketing plan which included extensive re-branding, content creation and lead generation.

Launch began by conducting in-depth interviews with Kimbia customers, prospects and lost deals to gain insight into the nonprofit space, as well as understand how Kimbia's brand was perceived, how the company's platform stacked up against

Launch developed a print campaign for key industry publications, resulting in a

# 50%

lead conversion rate

Additionally, Launch's efforts to revamp Kimbia's corporate website resulted in a:

- ↑ **21%** increase in web traffic
- ↑ **25%** increase in page views
- ↑ **27%** increase in average site visit
- ↓ **20%** decrease in bounce rate



## CREATED AND LAUNCHED BRAND IMAGE IN 3 MONTHS

- *updated company logo*
- *formalized color palette*
- *integrated collateral system*
- *built new corporate website*

competitive offerings and if customers were satisfied with their experience. Launch additionally conducted a competitive analysis to gain insight into industry key players and identify differentiators which could be used to position Kimbia in the marketplace.

With this information fully synthesized, Launch made strategic recommendations to improve Kimbia from both a marketing and business perspective. Concurrent with this, Launch also developed new messaging/positioning for the company which provided a clear delineation of Kimbia in a competitive market with key differentiators, as well as articulated value of their solution.

With positioning and messaging firmly established, it became apparent that Kimbia's brand image was in need of an update. To meet this need, Launch created a new brand identity focused on clearly communicating the company's offerings and friendly culture while appealing to prospects and customers alike. Driven by pressing sales needs, an updated company logo, formal color palette, integrated collateral system (print and electronic) and a new corporate website were created and launched in just three months.

A vital aspect of the rebranding was the corporate website, which was viewed as a primary way for the company to reach potential prospects as well as provide thought leadership and best practices for those in the online fundraising arena. To support Kimbia's need for flexible content and website management, the new site was developed on WordPress and incorporated newly identified keywords for search engine optimization.

The website's front-end design was used as a catalyst to transform Kimbia's brand identity; key design elements were incorporated into a fresh integrated collateral system that included business cards, letterhead, notecards, folders, and electronic templates for emails, PowerPoint presentations, case studies and solutions sheets. Leveraging this system, all existing sales and marketing collateral were updated to reflect the new branding.

With the changes in branding came needed changes in content both on the website and sales materials. This prompted a large content generation effort, which spanned the creation of 65 web pages, and 20 case studies and solution sheets.

In addition to the revamped brand identity, Launch developed an integrated marketing plan which encompassed demand generation, online marketing, search engine optimization and social media. An early component of the plan's execution was print and online advertising in key industry publications intended to build brand visibility as well



as generate new leads. With careful attention to positioning, ad performance and refinement, Launch was able to produce quality leads with a high conversion to sales.

## The Results: Improved Website Metrics and Quality Leads

The rebranding and subsequent marketing efforts helped to propel Kimbia into a position among the top providers in their industry. Kimbia's website experienced several improved metrics, including a 21% increase in traffic and a 25% increase in page views. Additionally, the website has proven to be more user-friendly, resulting in the bounce rate dropping from 65% to 45% and time spent on the site increasing by 27%.

Similarly, the strategic print ads developed and executed by Launch Marketing were highly successful, generating high quality leads that resulted in an average closure rate of 50%.

Kimbria was very pleased with the results of the engagement. "With the volume of work Launch did in six months we went from not having a presence in the market for the last three years to now being a recognized player in the online fundraising space," said John Kinny, Vice President of Sales at Kimbia.

### IMPROVED WEB PERFORMANCE

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- *25% increase in page views*
- *20% decrease in bounce rate*
- *27% increase in average site visit*

