

# Case Study: **BENSI & COMPANY**

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**Bensi & Company  
needed a complete  
digital transformation.**



## *Situation*

As a small, local Indianapolis business leader, Mike wanted to promote his services across his website, email, and social media presence while sticking to a strict budget. In conjunction with 1909 DIGITAL — our parent company — we created an essential strategy to assess the landscape of leadership consulting and identify obstacles, while highlighting areas for opportunity.

Following successful strategy, TrustEngine developed website copy built on clear framework messaging, improved site mapping (providing a streamlined user experience), and optimized emarketing funnels for Mailchimp recipients. After a 6 month relationship with TrustEngine, Mike brought us on for a comprehensive re-branding effort, propelling Bensi & Company forward as a top competitor in the leadership consultant industry.

# Findings

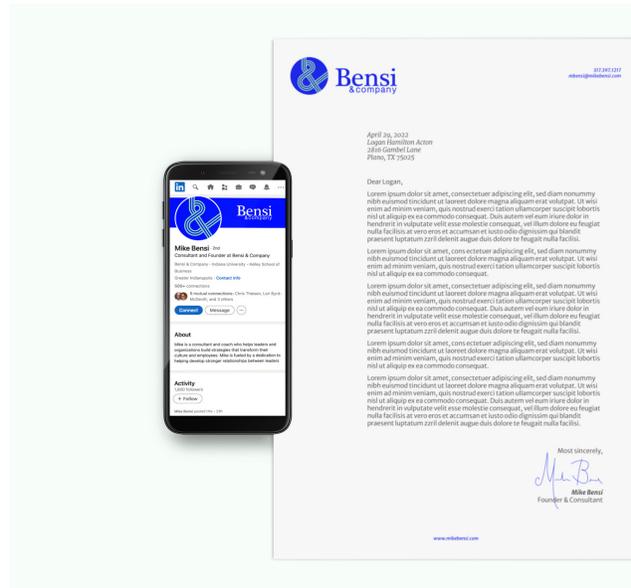
Mike's competitors were widely known for their publishing and speaking engagements, while often their digital presence did not clearly align. Meaningful differentiators within the field were difficult to identify as it seemed that everyone was touting the same language. With a game plan in hand, however, clients are able to attack next steps quickly without sacrificing care or quality.

Through thoughtful audit and analysis we found an approach which communicated the core values driving Bensi & Company while also distinguishing the brand within the marketplace.



Building upon a strong foundation of strategy completed during our first contract, we then went to work on scope 2, implementing new messaging across the Bensi & Company website in addition to segmenting portions of content for UX optimization. Diving into email segmentation based on his already existing subscriber list, we separated audience based on our persona model to best reach newsletter readers.

We provided Bensi & Company with easy-to-use tools and future-proof assets that do not require further development or an additional team to utilize.



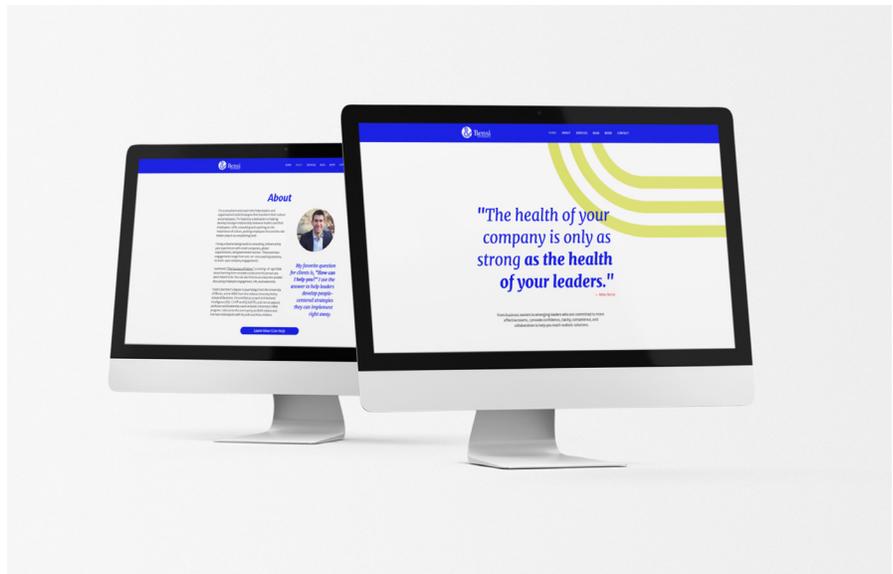
## Solutions

- Identifying key Bensi & Company clients and establishing stakeholder personas allowed us to provide Mike with a playbook on how to approach each client. This empowered the team to approach each prospective client individually, providing the feeling that they were not alone, but rather part of a business development community.
- We created centralized messaging to project a sincere but professional coaching tone, utilizing its content across all digital media and personal interactions including email, website, and presentations. This allowed for a greater reach and more consistent tone while highlighting services and abilities.
- Re-branding is not an easy task. Change is often difficult, but Mike came into the process with an open mind that created beneficial discussion. We developed a new color palette, typefaces, and overall look and feel to present Bensi & Company as a team that is sincere and competent as well as dynamic.

# Considerations

- Throughout the branding process, it was challenging to strike a balance between an established and professional voice while demonstrating an approachable, friendly feel that embodies a contemporary and future-oriented vision.
- The leadership consulting space lacks shared standards of professionalism. Many companies consist of a single facilitator while small businesses rarely have an entire staff to aid in marketing functions.
- Momentum can be a compelling force on an exciting project, and it can be easy to quickly find yourself out of scope. However, knowing the confines of an agreement and navigating those channels make for a healthy business relationship. While a concrete deliverable allowed us to apply new logos, colors, and fonts to the Bensi & Company website, we pursued more significant changes in order to bring a cohesive outcome to everything that we had accomplished together. Our value for a mutually respectful partnership merited the extra time and capacity we dedicated to the final stage of an extensive process.

**The client's vision was to create a look and feel that would allow Bensi & Company to compete with the moguls of the industry – highly sought after authors, keynote speakers, and executive business coaches.**



# Wins

We found an ideal client. It's important to highlight how well Mike approached each project with an open mind, always listening and giving actionable feedback. We were fortunate to be able to take elements from our digital strategy and bring them to life. Re-branding allowed us to effectively and efficiently reach desired audiences by utilizing messaging we developed together. We were able to trust the process and build from the ground up.

Doing great work is important. Setting clients up for future success is essential.



Setting someone up for success and sustainability is what we aim to achieve. Creating a well-documented brand book provided the opportunity for thorough context, empowering Mike as he continues to evolve and implement his brand. This growing relationship has provided Bensi & Company with a strong foundation for years to come.