

Delta Industrial

Reinventing American Manufacturing

GOAL: Although Delta Industrial already had a reputation as a leading press foundation contractor, LeDuc Creative Co.'s expertise was utilized to promote the full spectrum of services Delta Industrial offers.

OUR APPROACH: The groundwork was laid to reinforce Delta Industrial's existing network of clients, in addition to creating new clients in the industry with traditional trade publication ads, PR and ecommerce. The Website was reevaluated based on Google searching guidelines to adjust the content to be more effective in bringing in more qualified visits to the site looking for the kind of services Delta offers.

A product catalog was also added to the website to promote Delta products, as well as a total of fourteen press release topics distributed in both traditional and digital outlets for an immediate, cost-effective impact.

RESULTS: Continued optimization and targeted advertisement for the websites, scheduled press releases through publication and email, and traditional advertising through signage and print all come together for a 360° advertising blitz in 2009. Effective means of delivery has been established for each advertising outlet, allowing quick turnaround for creation, distribution and measurable results.



LeDuc  Creative co.
Art. Business. Technology & Thought

1047 Olivia Avenue, Ann Arbor, MI 48104 • 734.769.0266 • www.leduccreative.com • john@leduc.com

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