



# Case Study

## Telecom and Technology



IGM Creative Group

Advertising | Marketing Strategy | Web Development

# Client and Task overview

IDT Corporation, pioneer in VOIP and prepaid telecom technologies, engaged IGM Creative Group to rebrand its IDT Express division's website.

IDT Express is focused on delivering wholesale Voice and DID services to small to medium size businesses across the globe. Their mission is to provide high quality and reliable Voice and DID services at market leading pricing.

Their current website was ineffective in lead generation and required a more user-friendly design and functionality.

IGM Creative Group's team consisted of a Creative Director, Sr. Designer, copywriter, account representative, as well as developers and a marketing manager.



Creating an **engaging** website with **compelling** content is an important part of Rebranding.

## Business Challenge

Design, build and implement IDT Express' new, rebranded website in 3 months.

## CASE STUDY

“Value delivered in under 12 weeks by providing a robust, innovative web solution and developing an effective client partnership”

IGM Creative Group led the process of designing and shaping the infrastructure of the new IDT Express website with the aid of their creative team, marketing experts and content strategists.



# Project strategy

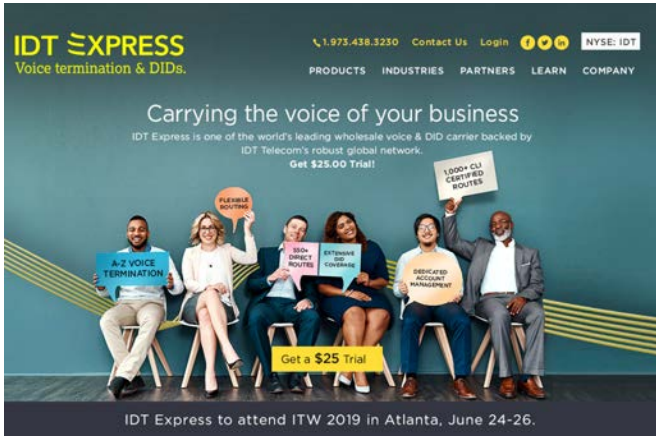
IGM Creative Group viewed this project as a new product. In bringing new products to market, we start with a website.

We have found that through a series of client and potential market user interviews and an in-depth study we can create a visual palate for the web that sets a marketplace precedence for messaging.

## Goals and Objectives

- ✓ Keep the look and feel modern to today's design.
- ✓ Collect a library of assets that are vast enough to keep the representation of the product diverse.
- ✓ Support the product with growth by developing sections for growth within sales division.
- ✓ Populate most all sections with Calls to Action.
- ✓ Mix video and social media with strict brand guidelines.
- ✓ SEO resulting in a growing following

The screenshot shows the IDT Express website homepage. At the top, the logo 'IDT EXPRESS' is displayed with the tagline 'Voice Termination. On your terms.' and navigation links for 'PRODUCTS', 'INDUSTRIES', 'PARTNERS', 'LEARN', and 'COMPANY'. The main headline reads 'Giving Voice to Your Business, at a Cost You Can Smile About.' Below this, a woman is shown holding a smartphone that displays 'A-Z VOICE TERMINATION'. A yellow button says 'Get a \$25 Trial'. A secondary headline states 'IDT Express is the leading wholesale VoIP provider, allowing you to control your VoIP business.' Below the main content, there is a 'Products' section with icons for 'Voice' and 'DIDs', each with a brief description. The 'Our business is driven by one voice... yours.' section highlights features like 'Dedicated Account Management', '4 Distinct Quality Divisions/Prefix Based Routing', 'Power of Big Telecom', 'Self-Service Online Portal', 'Voice & DIDs in One Portal', and 'Unlimited Channels'. A teal banner at the bottom says 'Ready to get started? Every minute counts!' with a 'START HERE' button. The footer contains a grid of links for 'PRODUCTS', 'INDUSTRIES', 'WHOLESALE', 'INDUSTRY RETAIL', 'LEARN', and 'COMPANY', along with a 'Contact Us' button and legal links.

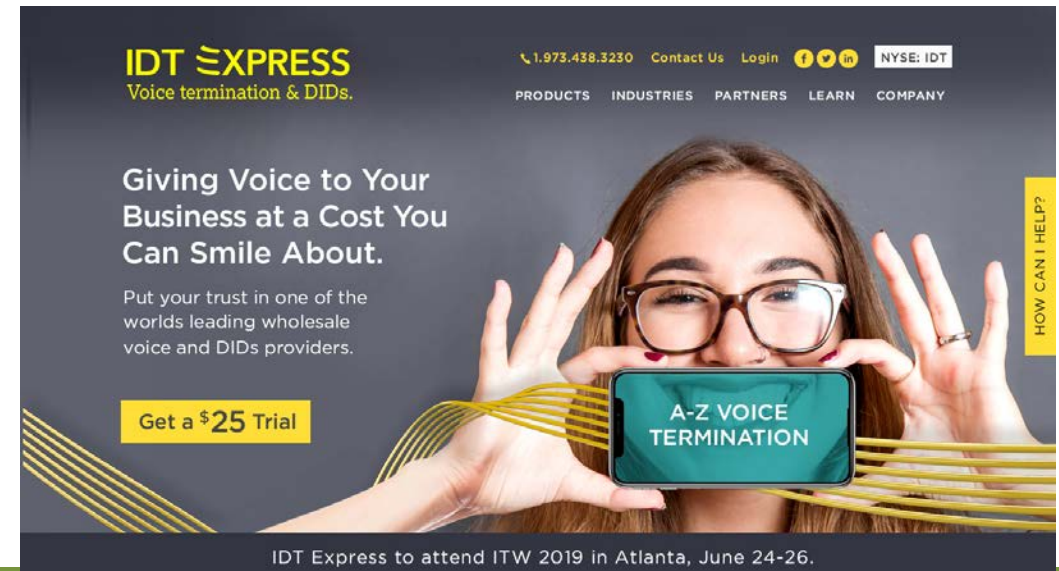


## Value delivered with innovative ideas

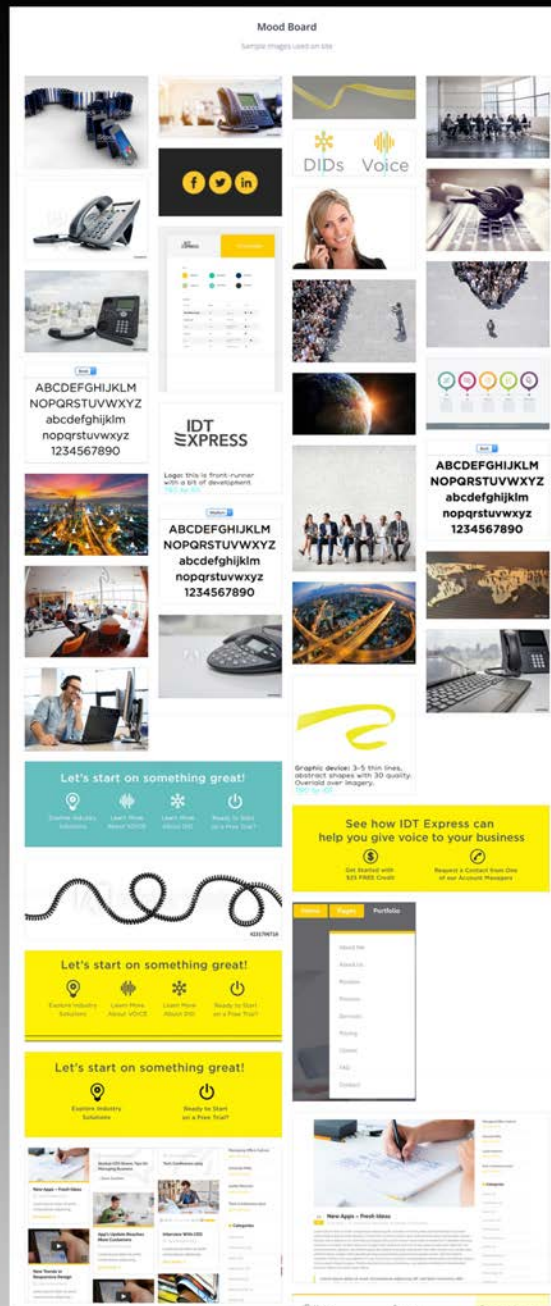
IGM led the rebuild of the new brand and the UI/UX look and feel.

We engaged their executive team in design ideas.

Multiple designs were created and tested for best audience appeal.



To the left are a few of the intial designs and to the right is the final selection.



# Brand development

We start with interviews and engaged the executive team from our client side to better describe the direction they feel the company is heading towards. We then create a Mood Board to better display that vision and proceed with proper branding.

Our process involved sketching and white-boarding concepts and flows and then translating these directly into hi-fidelity design comps.



**Big Idea**

SEO Driven Portal



**Modern**

Keep Content Fresh



**Sales**

Drive Traffic

**Brand development** is the process of developing the quality, distinctive marketing assets while building consumer trust of a **brand**. **Brand development** is an ongoing process of serving current and prospective customers.



# The IGM Creative Group solution

We spend years working with our client's marketing and sales teams, forging relationships built on trust and passion for the work we provided.

Understanding your market and unique methods to support your effort is paramount.



## Strategy

Learn as much as possible about the industry you plan to enter.



## Website

Build a modern, informative, user friendly web presence.



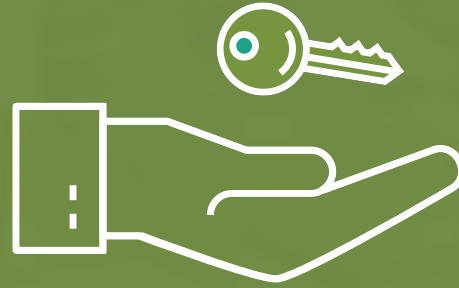
## Be Inventive

Differentiate in-person engagement using interactive technology to showcase advocacy base and product benefits.



## Social Media

Engage followers, prospects, leads, and clients throughout the sales lifecycle.



## Successful Results

Success is measured by exceeding our business objectives and client expectations. Quality is the responsibility of an entire organization. Together we created a desirable experience for IDT's customers and earned praise from their executive team. The launch of the redesigned website created a better Landing page experience for their visitors, that coupled with improvements in the meta data, resulted in a lower bounce rate. Utilizing keywords that better matched ads improved both ad relevance and the keyword quality score. Additional achievements included:

- Improved Click Through Rate
- Increase in Visitors to Language Translated Pages
- Forms Conversions Up 59%
- Faster Loading Website
- Improved Paging Speed
- Form Cost Per Action Reduced 46%



# THANK YOU

## Contact Us

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