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## Case Study: Potter Learoyd

### Problem

Potter Learoyd, a long-term client of our consulting firm, was repositioning itself from smaller instructions to focus on larger instructions with more significant clients. Although they had early success in securing larger land and warehouse instructions, their website and marketing needed updating to represent the organization in the best way possible to these new, more established clients.

### Solution

Our consulting firm worked with Potter Learoyd to create a brief for the project that reflected the need to reposition the organization, using a different tone of voice in their marketing, a more innovative approach, and better imagery. We recognized that a new website would be essential to highlight Potter Learoyd to their new potential client base in the best possible way. We then worked with an external web agency and project-managed the creation of a new site to ensure that the end result met our client's needs.

Our consulting firm worked closely with Potter Learoyd throughout the project to ensure that their vision and goals were reflected in the final product. We provided guidance and support to the web agency, helping to ensure that the website had the necessary functionality, design, and user experience to appeal to the new target client base.

### Outcome

The outcome of our collaboration with Potter Learoyd was a new website that positioned the organization in the best possible way to attract larger, more significant clients. The website incorporated a different tone of voice and more innovative approach, as well as better imagery that reflected the organization's new positioning. The website also had the necessary functionality, design, and user experience to appeal to the new target client base.

Thanks to our work with Potter Learoyd, the organization was able to increase their visibility in the marketplace and attract more significant clients. The new website played a critical role in achieving this outcome and helped to establish Potter Learoyd as a leading commercial real estate agent in the industry. Overall, the outcome of our collaboration was a successful repositioning of Potter Learoyd in the marketplace, with a new website that reflected their new positioning and appeal to larger, more significant clients.