

Success Story: Integrity Schools

WideSpark Ignites Launch of New Company

“The satisfaction of working with WideSpark to accomplish our marketing goals meant a great deal to us. We feel like WideSpark shares in our success.”

Dave Moravec, President

Read more to learn how . . .

- > WideSpark develops identity for new company
- > New Web site increases sales leads and streamlines customer education
- > Time savings improves bottom line

Scope of Work

- > Logo Design
- > Web site
- > Motion Graphics
- > Brochure

WideSpark Trusted to Brand New Entity

As president of a new company, what do you do when you need to develop an effective online presence? One that will generate sales leads and be an informational resource for current and potential clients? If you're Dave Moravec, President of Integrity Schools, you call on a trusted friend and business associate who has the experience and expertise you need.

Moravec first enlisted Rick Moser of WideSpark Design to create a new logo for Integrity Schools as part of a branding initiative begun by parent company Integrity Technology Solutions, Inc. Integrity was seeing a growing market for software technology that helps school integrate, consolidate and disseminate information, and therefore created Integrity Schools to better serve clients, provide superior products and services and sustain growth. With the new logo complete, WideSpark then designed a new Web site for Integrity Schools (www.integrityschools.com) that helps communicate value to its two target markets: school district administrators and software vendors.

(More on pg. 2)

Web Site Streamlines Sales Process

Integrity Schools develops software “agents” that integrate a school district’s existing stand-alone management software applications and makes them “talk” to each other. The company needed a way to educate school district administrators (their clients) about the benefits of working with Integrity Schools to improve their bottom line through enhanced technological efficiency. As part of the new Web site, WideSpark developed a set of engaging and user-friendly motion graphics that shows clients how their current solution compares to an Integrity Schools solution (and of course, there’s no comparison). The new site also contains templates that allow the company to easily share customer success stories like this one! In order to streamline the sales process, the site’s “contact us” page gives potential clients the option of answering detailed questions about their company’s needs. According to Moravec, this provides “a great pre-sales sketch of the client and enables us to begin research so that our next contact is as productive as possible.” Much more valuable than before when “all we had was a phone number.”

Time is Money

Moravec also wanted the site to be a great resource for school districts and software vendors about this type of technology. He believes “the biggest benefit is the huge time savings” in this regard. When soliciting clients offline, Integrity Schools personnel can direct them to the website for much more detailed information. If clients need to learn more about any feature, they can be instructed where to find it on the site rather than waiting for a PDF to be e-mailed to them.

The Results

- > An effective online presence
- > Ability present information to customers quickly and efficiently
- > Increased leads
- > Time Savings

Results Mean Additional Collaboration

Because of the success of this project, Moravec asked Moser and WideSpark to help brand a new Integrity Schools product called Achievement Gateway. Work was recently completed on naming and design that helps to communicate benefits and features for customers.

“The reason I’ve recommended WideSpark over the years is entirely based on their ability to make it happen. I’ve seen the results for others and have been able to take advantage for our new development here at Integrity Schools. There’s no reason why I wouldn’t want to share this with friends and colleagues,” says President Dave Moravec.