



## Case Study – Arkivum

Digital data archive vendor improves market position through virtual marketing team and a new content marketing strategy.

### Situation

Arkivum is a fast-growing technology start-up that specialises in digital data archiving. The company provides data archiving services to a range of industries including higher education, healthcare and heritage.

### Task

Arkivum had already made a significant investment in its marketing activities to raise awareness and generate leads for new business. But its website lacked the flexibility to make regular changes easily, and integration with their other marketing platforms was a challenge. Finally, their brand identity had undergone a significant transition that coincided with a need to present solution- and benefit-focused messaging and positioning. Marketing Fusion recommended a phased approach to redeveloping Arkivum's website.

### Action

#### Phase 1

Arkivum's initial brief was simple: create a like-for-like port of the existing DocPad website, but adopting a CMS/technology that was widely supported and would grow with the company. Marketing Fusion:

- Produced a like-for-like design based on a Wordpress theme.
- Improved the look and feel of the website enhancing Arkivum's existing brand assets.
- Introduced a new email platform for subscriber management and lead capture.

#### Phase 2

The initial Wordpress-based website has since undergone a complete redesign to include additional functionality, new pages and an enhanced resources section. Marketing Fusion has:

- Introduced new design concepts and imagery to further enhance the Arkivum brand.
- Created a new resources library featuring a variety of content types.
- Delivered a flexible website structure to meet the needs of Arkivum's content marketing campaigns.

### Results

Marketing Fusion delivered a new website, complete with new visuals to complement their brand identity. This included a suite of icons for use in future collateral such as web pages, eBooks and email communications.

The new design offers far more flexibility, making it easy for the Arkivum team to update and manage the site. The website templates allow for new pages and sections to be added quickly as the company expands into new markets. What's more, the site now supports the registration for premium content through integration with other marketing platforms like Unbounce and Campaign Monitor.

"Delivering a new website is a labour of love – and never without its challenges. However, the team at Marketing Fusion has guided us through the process with care and attention, keeping us on track at all stages of the project. We're delighted with the end result – a flexible and easy to maintain site that reflects our brand value and offerings in an attractive and engaging way. We were particularly pleased with the flexibility of Marketing Fusion and the range of skills that each member of the team brought to the project".

Nik Stanbridge, VP Marketing, Arkivum