

## Inspiration Inc Case Study

May 2008

### A grown-up solution for a grown-up company – Kaizen Systems

#### Summary

Kaizen Systems specialises in creating the bespoke and custom-built software solutions that help businesses streamline their processes and work more efficiently.

#### The challenge

Kaizen came to us as ‘Win IT’ and straight away we could see that it was an identity they had far outgrown. As a small software company working in a niche market, they were quick to suffer the ill-effects of the economic crisis. What was shocking to us was that in the 5 years since they’d put their business online, their website had brought them no new customers. Unsurprisingly, we thought it was about time everything changed.

#### The solution

Firstly, we created a marketing strategy that helped Kaizen redefine who they were and how they wanted to be perceived. Then, we helped Kaizen find out where their customers were and what they were looking for. This was an essential part of creating a new identity and key to building the online presence that articulated this. With a new brand, a new website and a formidable combination of SEO and PCC, what we offered Kaizen was a complete marketing solution to help turn their business around.

#### The result

Kaizen MD Robin Winnett bet us that within one year, we couldn’t beat the stats from his previous site. But through effective internet marketing and copywriting, we not only drove more people to the new website, but we persuaded more of them to become customers. In fact, we improved the conversion rate so much that Kaizen’s site was turning visitors into customers in the space of just one day. As things stand, Inspiration Inc is winning Rob’s bet, hands down. Now the company website is responsible for over 50% of all potential new clients. With a new identity, new products and more customers than ever before, Kaizen Systems is really coming into its own.

#### In the client’s words

“It quickly became obvious that Inspiration Inc’s approach to business matched our own – they look to build long term partnerships that are mutually beneficial. Now they know our company so well that increasingly, it’s them we look to for strategic insight. As well as making my words make sense to people, they’ve harnessed SEO and PPC to put us at number one or on the front page of Google for all our relevant search terms. From positioning our company with design and build for our main website [www.kaizensystems.co.uk](http://www.kaizensystems.co.uk), to helping us plan and host the launch of our software product range with [www.kaizenflo.co.uk](http://www.kaizenflo.co.uk) – Inspiration Inc are and will continue to be a major reason why Kaizen Systems are going from strength to strength.” *Robin Winnett, Kaizen’s Managing Director*