

Pier5 Case Study

Small Business Website Branding Done Right

INTRO

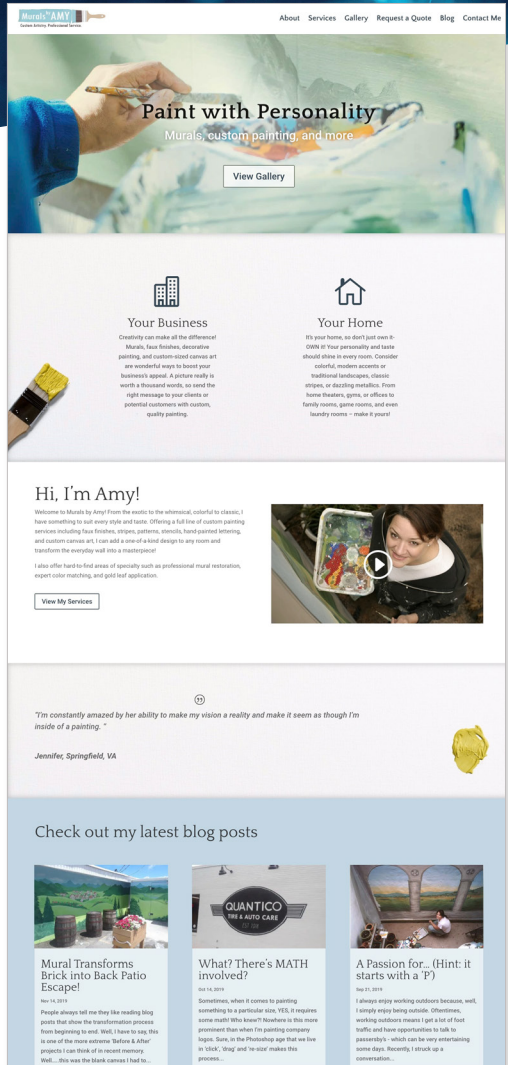
At Pier5, we love partnering with other small businesses by offering design and tech services to develop their brand and help them be successful online. Our primary goals are to create long-lasting relationships with our clients and help grow their businesses from the ground, up!



ABOUT AMY

muralsbyamy.com

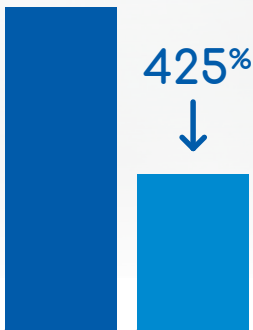
We wanted to demonstrate more tangibly how our services help our clients to grow their businesses. To do this, we focused on Amy Tubbs, a local mural artist with a very successful small business. When Amy first contacted Pier5, she was frustrated with her website setup as she was not gaining the level of new clientele she had been at first. She explained her needs to us and we were able to build her a new, intuitive, functional website with updated branding content. We also moved her previous blog posts to her new site and now maintain it so she can focus on more important things, like making spaces come to life with her art! Amy is the professional when it comes to designing and creating murals, so why not let Pier5 be the professional at designing and maintaining her website?



INCOME VS COST

After our work with Amy, her number of commercial clients almost doubled. Cost-wise, this only resulted in a \$200 increase in price of web maintenance each year, and also took the burden of maintaining and updating the site off of Amy.

2x
Commercial Clients



TIME AND STRESS

In the past, marketing and website maintenance were never a 'weekly' task... I did them when I found myself without work... [and] the marketing felt 'too little too late'.... I'd say [I spent] 10-12 hours monthly ..and all at once! Maybe every 6 months I'd try to upgrade my site so the content was fresh. ... Sometimes it just crashed because I was so far behind on the updates. Once websites needed to become 'mobile friendly'- it was all I could do to keep up! Now, I enjoy the reassurance that comes from knowing someone else is looking out for my website. I spend less than an hour a week typically on my site. – Amy Tubbs

After Amy made the switch to work with Pier5, we have reduced the amount of work she needs to put into her website by 425%! We took over the maintenance and improvement process of her website so she could focus on running her business.

20%↓

We also reduced Amy's stress level by 20% when we removed tasks she wasn't familiar with, including an update to her site to make it mobile-friendly!



Amy Tubbs

★★★★★

Best decision I ever made as a small business owner! After 15 years of doing it all myself, I am thrilled to have partnered with Pier 5! I love that they are local and I can meet with them face-to-face. They took the time to get to know me and understand my business. They put together a beautiful website that reflects my personality and style. Now, I can focus on what I do best - and let someone else be the 'web guy.' HUGE task taken off my plate and I'm so grateful for it!

CLOSING

One of the most substantial changes in growing a business (and along with it, a website) is building an infrastructure that can adapt to the flow of new clients. How does this work? Companies need to attract new clients, determine their needs, and fulfill their orders. We have found that most businesses are designed around determining needs and filling orders, but are often at a loss on how to attract new clients, or they simply don't have the time to do this as well as they might like.

This is where Pier5 can help! By leveraging design and technology, we save business owners valuable resources that can be spent elsewhere, such as: time, creativity, and cost. By partnering with Pier5, business owners like Amy have seen significant revenue increases and a major reduction of stress! They no longer dread trying to figure out how to keep their websites current while juggling all the other aspects of operating their small business.

*If you are interested to see how Pier5 might be able help you,
please contact us at contact@pier5.co*