



CASE STUDY

Consistent marketing and eye-catching material help build brand recognition

When a Connecticut company branched out and opened a new storefront in Maryland, they needed an established and reputable business to help build a strong relationship within the community. Miller's Minuteman Press, powered by Strategic Factory, was able to streamline their marketing campaign.

CHALLENGE:

Connec-to-Talk, privately owned since 2003, is a leading practice in the speech, occupational, and applied behavior analysis (ABA) therapy fields. The company is highly successful and respected in Connecticut, where there are currently three storefronts serving the community.

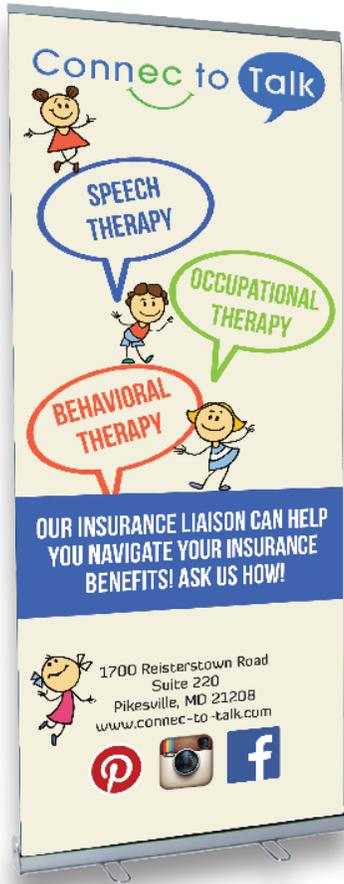
Parents of children diagnosed with speech and language disorders, sensory processing, and autism rely on Connec-to-Talk (CTT) for help and guidance. CTT offers comprehensive speech and language services, including early language development therapy, as well as occupational therapy (therapy for sensory processing, handwriting and motor planning) and applied behavior analysis, a teaching method used to help children with autism learn to their full potential (this includes school shadows, potty training programs, and building social skills).

An established company in Connecticut, CTT was an unknown in Maryland. Upon arriving here, CTT's five employees focused immediately on building their brand and forging relationships with local doctors, businesses, preschools, community organizations and other service providers.

They needed to streamline the look and message of marketing collateral to remain consistent throughout two states. They needed a company that could handle multiple communication needs, from printing flyers to creating banners. The company needed to be reputable and knowledgeable, with quick turnaround times, experienced staff and affordable pricing.



STRATEGIC FACTORY



"Our stand-up banner makes a statement and has made a huge difference; people can see it from far away and know what we have to offer."

SOLUTION:

ConneC-to-Talk had been working for years with a Minuteman Press (MMP) franchise store in Connecticut, so the familiar name in a new state was a welcome sight. But could the quality of products, speed of service and competitive price be duplicated? "MMP was easy to work with," said Olivia Joiner, M.S., CCC-SLP, Director, ConneC-to-Talk Pikesville. "Everyone was extremely knowledgeable and dedicated, and the quality of the work always exceeded our expectations! Response was timely, and MMP always met our deadline. As far as cost, compared to some big-name stores, MMP was far less expensive!"

Miller's Minuteman Press' first task was to create posters that ConneC-to-Talk could hang in pediatricians' offices, as a reminder of typical developmental milestones children should hit for speech and language. CTT also holds monthly events that they wanted to promote with flyers. "We were sold after our first proof of our flyers," said Joiner. "They were outstanding and turned out better than we had imagined. From there, we started looking at everything MMP could provide!"

"We have posters at doctor's offices and brochures and flyers in preschools, doctor's offices, public bulletin boards and of course, the web," said Joiner. "We look more professional and polished now, especially when you see multiple products together on our tables at conferences, workshops and fairs. Our stand-up banner makes a statement and has made a huge difference; people can see it from far away and know what we have to offer."

Miller's Minuteman Press understands the need for consistent marketing for a company and the importance of exciting, eye-catching material to help build brand recognition in Maryland. They helped get the marketing collateral pieces into the hands of ConneC-to-Talk's target audience. When materials were needed quickly and urgently, MMP hit the tightest of deadlines without sacrificing quality, and at no extra cost to the client.

RESULTS:

ConneC-to-Talk is thriving, and raving about the company that helped them establish themselves in the area. "One thing that separates us from our competitors is that we offer more than one service (speech, occupational and behavioral therapy) all under one roof," said Joiner. "It's been extremely helpful to have marketing materials that highlight that fact and help us stand out from the crowd!"