



Lightning Step needed its website to **drive growth** and **engage** **customers.**

CASE STUDY



CLIENT BACKGROUND

Lightning Step, a SaaS company that provides a fully integrated behavioral health software platform, had recently undergone a **messaging overhaul and website content revamp. However, their website was **still not performing** as an effective lead generation tool for them.**

The behavioral health software platform Lightning Step encountered a challenge while collaborating with multiple agencies that made changes to their website and messaging. The numerous stakeholders editing the website caused a lack of cohesion in the aesthetics and a mismatch in concepts.

Lightning Step's goals for the website redesign and messaging revamp were twofold:

1. **Design and messaging should reflect Lightning Step's unique value proposition.** As the only fully integrated platform provider, they offer a truly unique service. The goal is to inspire confidence in buyers and explain the value they can expect from the platform.
2. **The design system and imagery should engage the unique target audience.** The behavioral health field is unique, and individuals working in this sector are a more diverse and casual crowd and more likely to have a unique aesthetic, such as tattoos, piercings, or alternative style. They often work in street clothes instead of scrubs, and many providers aim to create a safe, welcoming, comfortable space for patients. Their previous website and marketing assets didn't reflect this audience.

Lightning Step had been in touch with a branding agency, which said it would take up to four months to develop a working set of brand guidelines.

Instead of waiting for a complete redesign system from a branding agency, we proposed building and implementing the new branding, website redesign, and digital marketing efforts simultaneously.

IRONPAPER'S SOLUTION

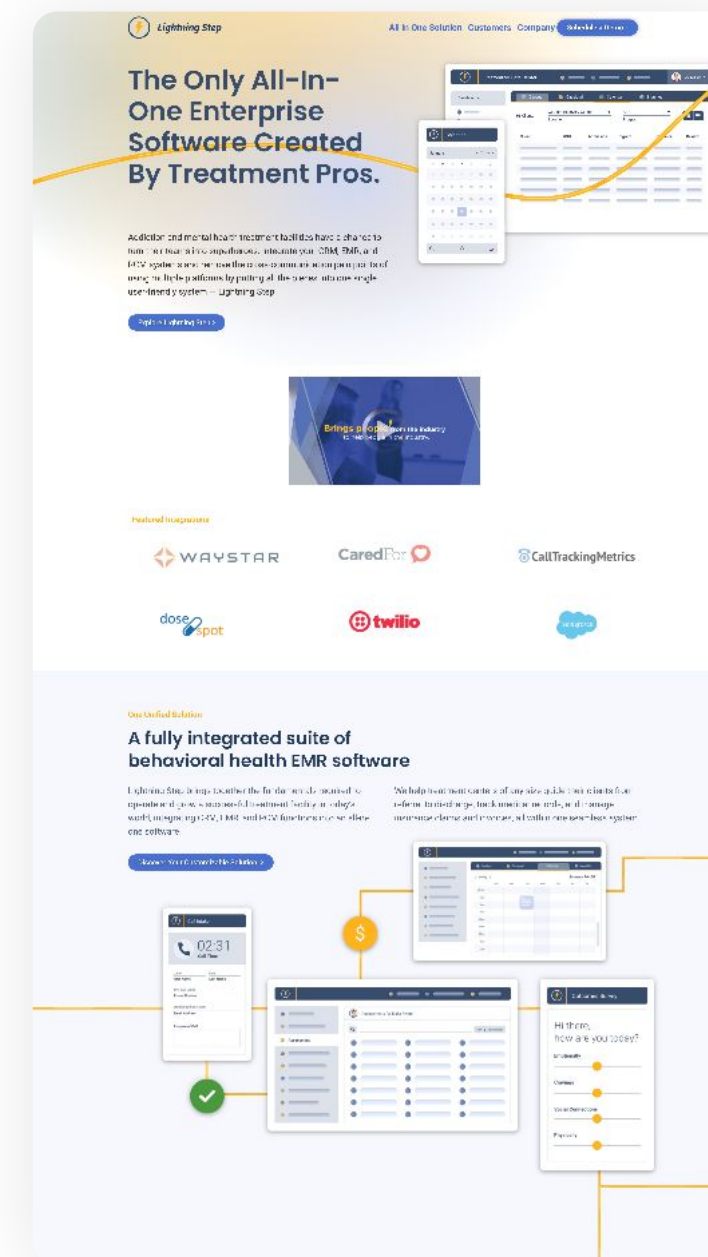
Develop and launch brand standards and a new website **concurrently.**

Ironpaper's agile methodology allowed us to develop brand guidelines faster, test the new messaging and design in the market as we created them, and make adjustments based on performance data, ensuring they were successful before we finalized them.

This approach allowed the design and marketing teams to work in tandem to build the new brand standards and implement them gradually instead of spending three-to-four months building the brand and then executing without knowing how any of the assets would perform.

Importantly, this iterative approach allowed us to course-correct if certain design decisions were not performing as expected.

OLD WEBSITE:



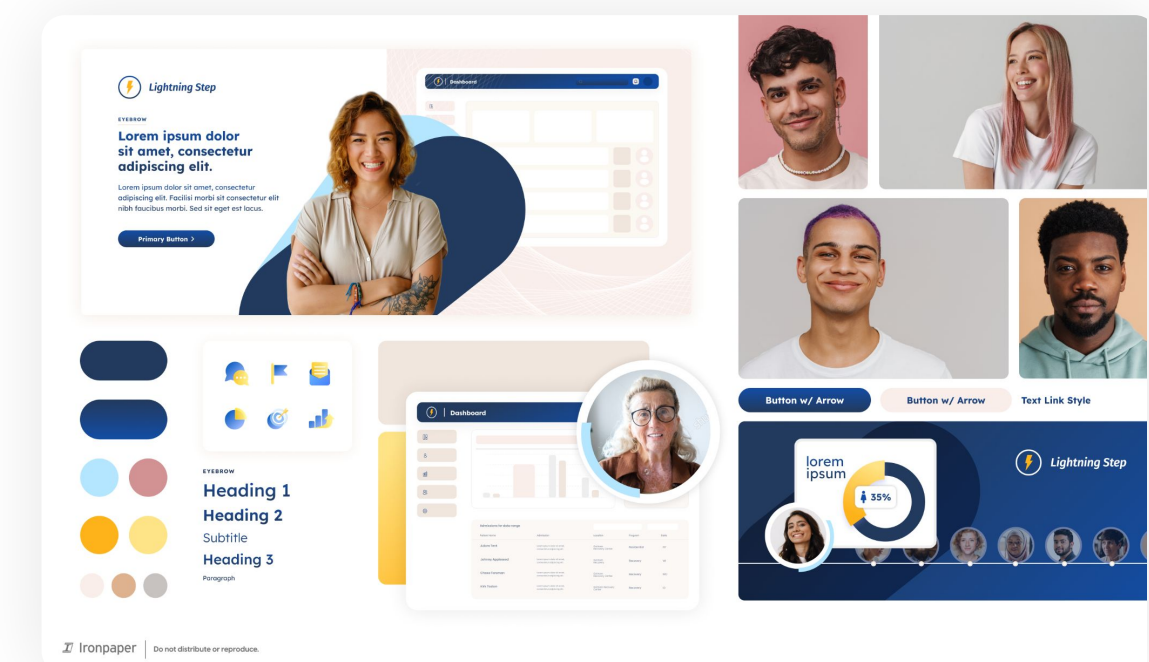
FIRST MARKETING DELIVERABLE:

Test theory of “humanizing” the brand voice and visual tone prior to brand development



MOODBOARD:

First branding deliverable incorporating performance learnings of landing page and branding workshop takeaways



Ironpaper

Branding Workshop

LIGHTNING STEP

THE PROBLEM

Lightning Step's current brand is **inconsistent** and needs to be **sophisticated, yet approachable**. Lightning Step wants to be **positioned as subject matter experts** with a custom designed product for behavioral and addiction treatment centers.

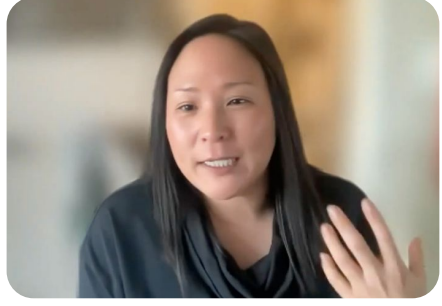
In the industry, inefficiencies in operating behavioral and addiction treatment centers from disparate systems and data sources are time consuming and takes time away from patients and personal time from caregivers. Lightning step's product can change that.

With a solid product and a **knowledgable team**, Lightning Step wants to improve their reputation within the industry. People look at Lightning Step like they're the **new kids on the block**. They don't have a reputation as strong as some of their competitors, who are considered the golden standard.

There is no cohesive voice to the current brand and it is overall inconsistent. The brand needs to be **sophisticated and approachable** and to position themselves as **subject matter experts** who have a product that's **easy to use** for all the individuals/teams it takes to run a successful treatment center.

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CUSTOMER IMPRESSIONS	BRAND ASPIRATION	PRODUCT ADJECTIVES
trust / empathy	knowledgable	streamlined
dependable	efficiency	user friendly
relatable	compassionate / relatable	customer focused
integrity / authentic	innovative	responsive
proven	caring	easy
relief	easy	supportive
ease	smart	knowledgable
excitement	expertise	experienced
honest	personable	supportive



IRONPAPER'S APPROACH

Unify different perspectives to engage Lightning Step's **target audience effectively.**

With many stakeholders, the Lightning Step team had a variety of perspectives on what the look and feel of the branding should be. So, before beginning the website design process or developing any marketing assets, **Ironpaper conducted a branding workshop focused on building a shared understanding of branding goals and objective criteria for making design decisions.**

Our design workshops provide a structured environment for helping clients develop branding that represents their value proposition and engages their ideal audience – not simply branding built on personal preferences or taste. They also help us better understand our client's buyers so we can propose options aligned with the brand's vision.

BRAND ARCHETYPES

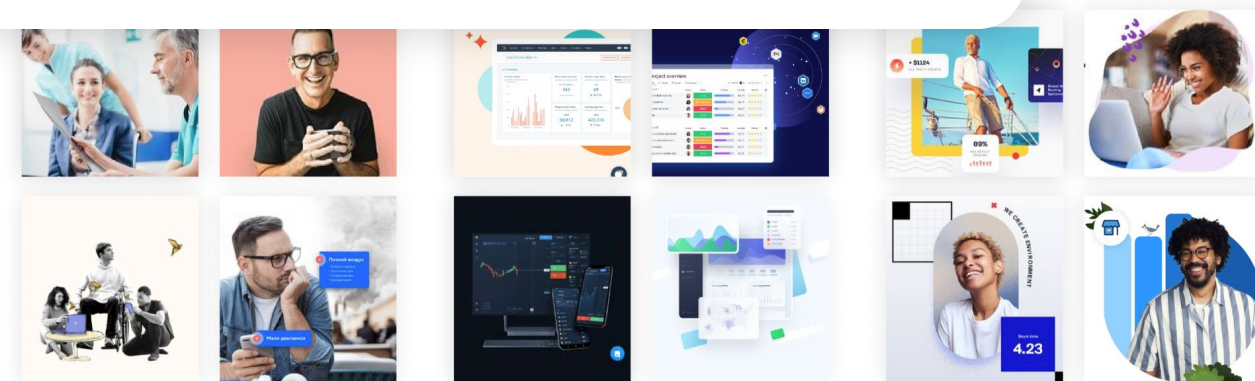
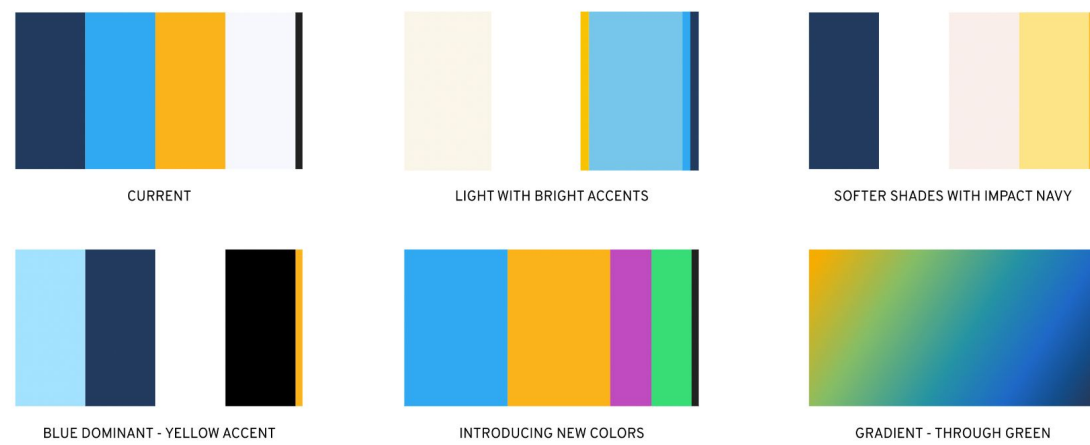
Brand archetypes help us determine which human characteristics best represent your brand. Through strong emotional connections, your brand can form deeper connections with your target audience and customers.



Our design workshop with Lightning Step accomplished a few key goals.

- **Align the client's expectations with their customer's needs.**
- **Blended discussions about the client's preferences with discussion of what branding elements would help them appeal to their target audience.**
- **Emphasized the importance of customer perception over personal preferences.**

Which feel empathetic, authentic, and knowledgeable?



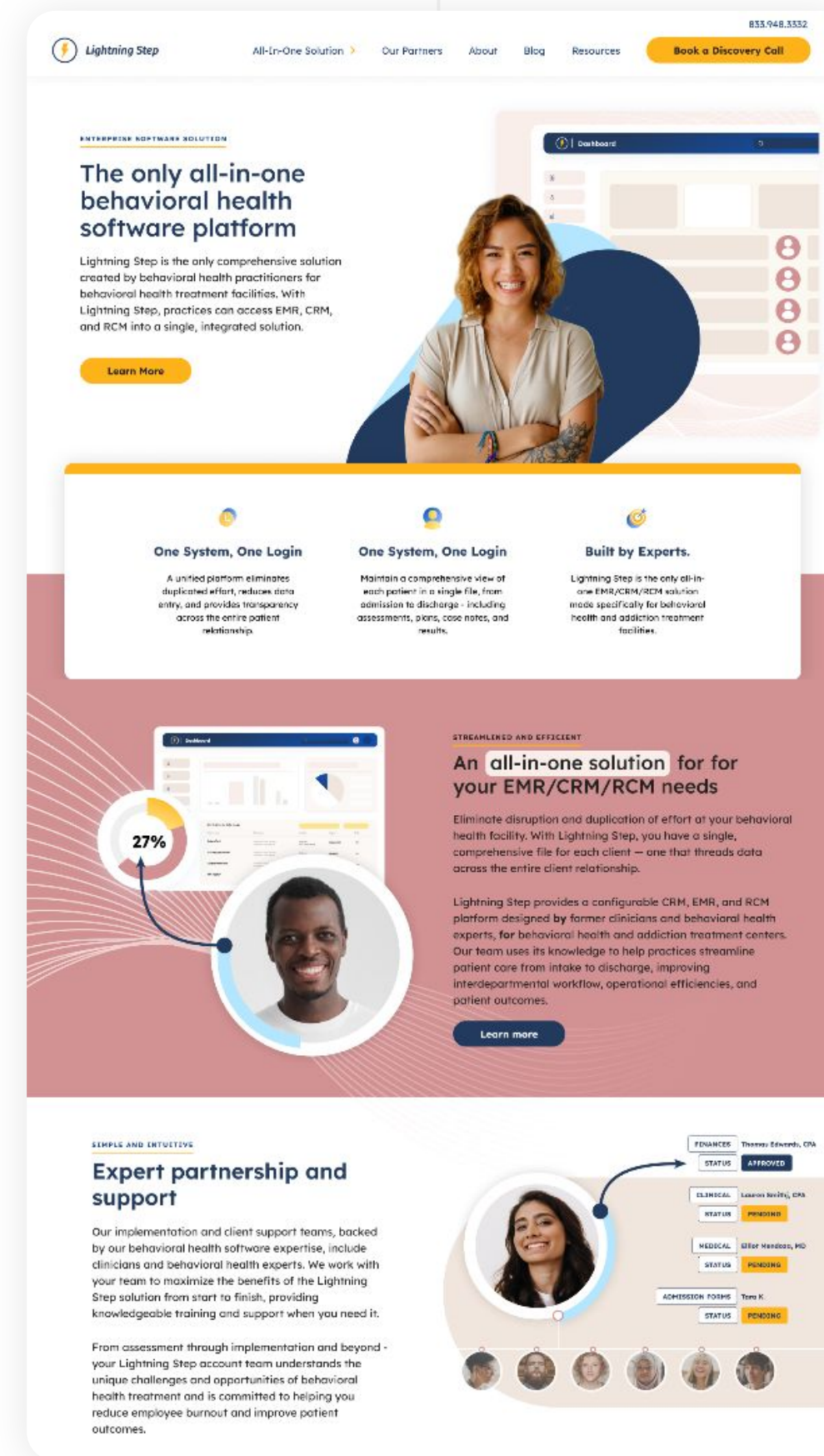
Ultimately, the workshop built trust with the client since they could see that all our work was aligned with their preferences and buyers' needs. It helped our new point of contact develop complete confidence and trust in our creation of visual assets moving forward for both marketing and web development.

This trust between teams ultimately reduced the number of reviews and approvals needed throughout the design and production process, allowing us to complete our work faster than if each design decision was reviewed and approved without context.

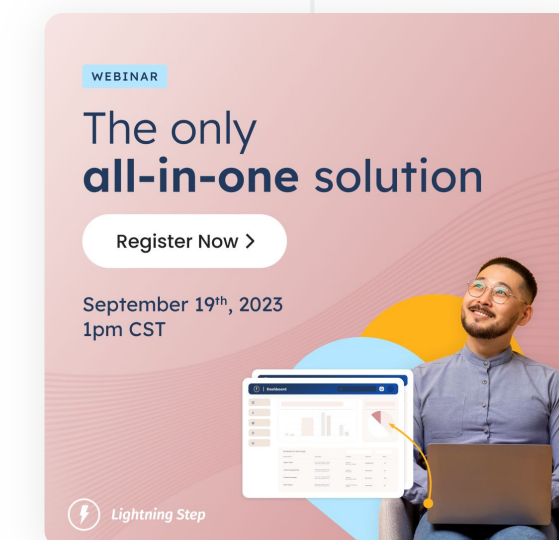
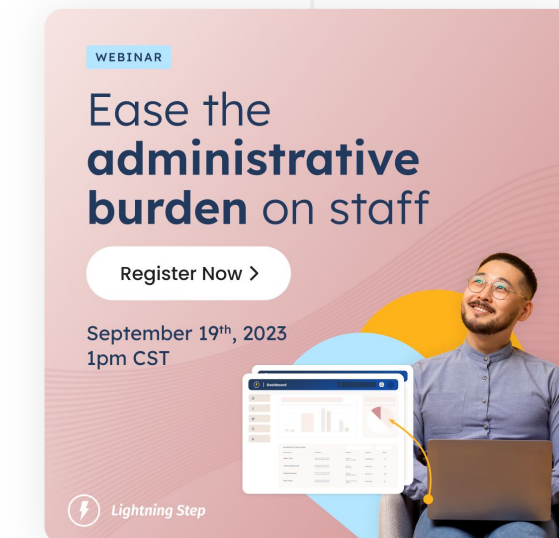
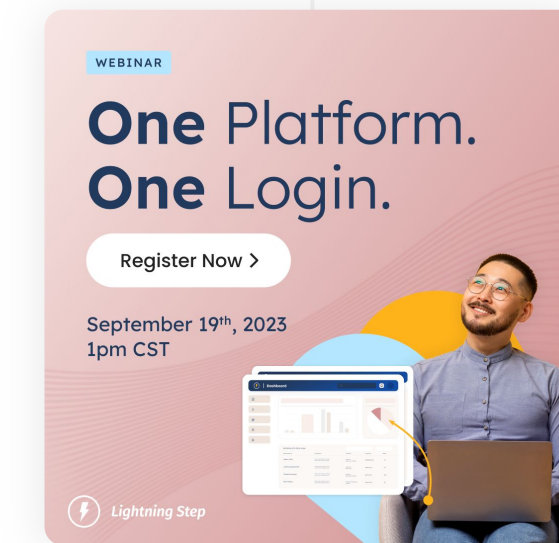
Ironpaper's methodology enabled us to rapidly develop, test, and launch a successful website and digital marketing campaigns.

With the foundation established during the design workshop, we were able to begin work on the website redesign and digital marketing efforts simultaneously. We had two teams working with the client: **one focused on digital marketing and one focused on the website redesign.**

WEBSITE



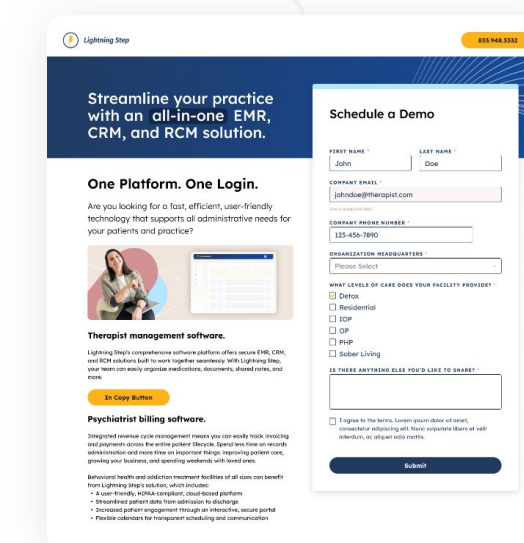
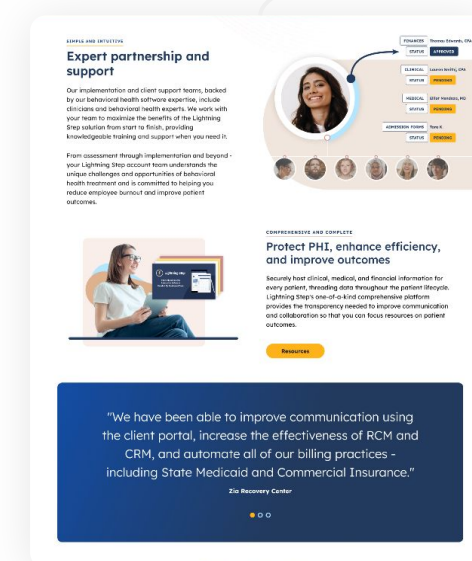
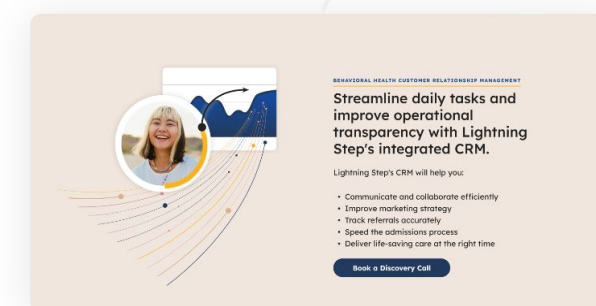
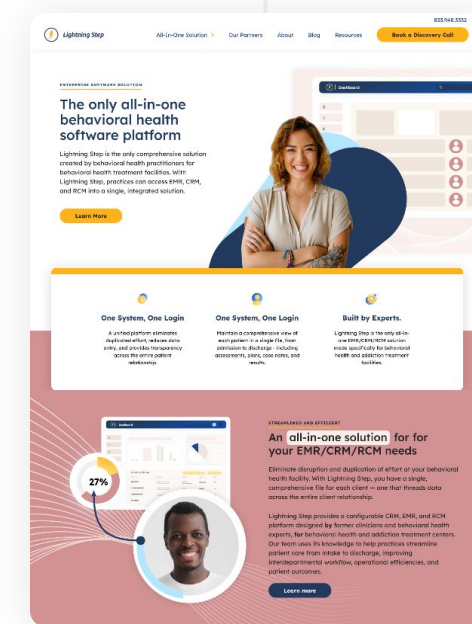
MARKETING



Each team had a designer – one specialized in web design and branding, and another specialized in marketing retainers. Both designers collaborated on the branding design and the overall look they wanted. Then, they executed it in their area of expertise. This methodology allowed us to build complementary website and marketing assets simultaneously. Each designer could focus on their area of expertise while contributing to a unified brand vision and ensuring both projects were progressing at the same rate.

This close collaboration also provided an arena for testing design decisions before they were finalized. Because marketing assets like LinkedIn or display ads are faster to build and launch, the designers used them to test color schemes, images, messaging, and other design elements. Depending on how those assets performed, the designers would either implement the designs on the website or tweak them and re-test with new ads.

While the teams focused on different work using their expertise, they had regular meetings that facilitated communication between the marketing and web teams. This streamlined communication between teams while ensuring they were both working with the same information



RESULTS

Lightning Step has seen an increase in website visits and new contacts since the launch of their new website and brand standards.

After the website launch, the digital marketing team at Ironpaper continued optimizing messaging on the website based on performance data, and through their efforts, we were able to generate:

117% ↑

new visitor sessions

71% ↑

new contacts

The trust built with this client team has also created a strong, collaborative working relationship moving forward. Our main point of contact had this to say about the Ironpaper team:

“I consider Ironpaper a true **strategic partner. They jumped into the weeds and learned our complex business and, as a result, they have **contributed to our growth** in big, impactful ways.”**



Cole Field, Director of Marketing