



## Case study

Client: JDV Projects  
Industry: Building and construction management  
Last updated: 6 March 2014

### JDV Projects builds a new online marketing channel with mbase360

#### Summary

JDV Projects develops a new online marketing channel to grow business opportunities with a fresh mobile ready website and social media presence.

#### Business need

JDV Projects is a premier interior and commercial construction operation, specialising in commercial interiors, construction and refurbishment, industrial fit out and relocation management. The company has an impressive list of clients including The Hollard Group, SEEK, AMP, Berlei, MasterCard and TPG Internet, and has built a loyal base of repeat business and word of mouth referrals.

Looking to grow the company and leverage a reputation for reliability and excellence, JDV identified the opportunity to reach more potential clients and showcase an inspiring portfolio of work through a stronger, mobile-enabled online presence. The company's existing site no longer represented the evolving JDV brand message, had no content management system and did not support a modern content marketing strategy, all of which had to be addressed with a strategic approach to meet the available budget.

JDV has in-house marketing experience but needed help with an online marketing strategy, keyword research, a reimagining of the site's information architecture to align with the new brand image, plus content creation and graphic design to better promote their visual material, and upskilling of staff to take control over their content and social media.

#### Key challenges

JDV markets to a number of different industries, with experience and expertise in corporate office environments, medical and learning facilities, and commercial construction. The company's message had to be refined to encompass all of their expertise and experience across diverse industries, without diluting the personal but professional approach JDV is known for.

- Detailed keyword research and analysis was required, to develop a search strategy targeting JDV's identified markets
- Entirely new content was needed to build out the company's vision for their market positioning
- Stakeholder engagement had to be managed to fit in with extremely busy work schedules of key JDV staff

## Solution

JDV signed on to Multibase's mbase360 end-to-end solution which encompassed all the elements the company required:

- Digital strategy and search engine optimisation
- Brand messaging and content creation
- Hands-on project management
- Graphic design and web development
- Mobile enablement
- A modern, easy to manage CMS
- Training and helpdesk support

## Results

Early feedback has been very positive and ongoing measurement, evaluation and advice continue as part of the mbase360 solution. Following the mbase360 training, JDV have taken over management of the site and reduced external costs for site updates to \$0.

Louise de Vos, Marketing Manager at JDV Projects, highlighted that the mbase360 team were "brilliant at understanding our goals and building us a vision and solution that achieved those. One of the main benefits to the mbase360 product is that it is a one-stop and the team were able to manage the whole process from strategy to launch".

One of the 'lightbulb' moments for JDV was the design process, which was all managed by the mbase360 team. Two design concepts were proposed: one was a clean-up of the existing site, the other was a cutting edge style, which was radically different to JDV's expectations. This new design approach was something the company had never considered but decided to go with, because they didn't want to have to do a website re-design again in 2-3 years. They also felt that they "needed to be progressive in the approach, and have a website with a competitive edge". Louise stated that the team really got excited about mbase360 in the design process, when "we thought we knew what we wanted, but Multibase showed us a totally different way of doing it".

Louise's advice to anyone in a similar position to JDV would be "build the website from the bottom up – understand the keywords and build the site around a site map rather than building it around this idea and that idea. I would never try and get a website built on the cheap, and wouldn't think about doing it any other way".

## Customer profile

JDV offers a complete turn-key solution for new workspaces, workplace relocations and upgrades to existing spaces, with particular expertise in design development, cost engineering to suit clients' budgets, and construction management.

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