

Blue Sky

THE NARRATIVE DEBT

Blue Sky had 24 years of relationships and a website that sold transactions. Promotional products is a commodity category. Everyone sells the same Yetis. The pricing race has no winners. **The story Blue Sky lived by, deep client trust and turnkey delivery, was nowhere on the page.** Without it, every conversation collapsed back to price.

THE WORK

Move the story out of the relationship and onto the page.

- **Differentiated GTM.** Reframed the offering as turnkey corporate gifting, not transactional swag.
- **Acquisition strategy.** Rebuilt the marketing engine around the new positioning.
- **Customer loyalty.** Surfaced the relationship moat with programs that rewarded repeat buyers.
- **Process automation.** Implemented tooling to take busywork out of the relationship work.
- **Brand refresh.** New logo. New website. New voice.
- **Lead generation.** Launched campaigns tied to the new value proposition.
- **Sales process rebuild.** New marketing-to-sales funnel. New one-pagers. New decks.
- **Field activation.** Webinar and in-person trade show strategies.

THE RESULTS

Trust, priced and proven.

2x

Product demos doubled in less than 2 months

17% to 28%

Repeat customer rate increase

66%

Decrease in cost per lead

191%+

Website traffic increase

Plus 18% improvement in ROI on ad spend across the new acquisition mix.

