

CASE STUDY

WEBSITE DEVELOPMENT

BTM INDUSTRIES



THE CHALLENGE

Due to their exceptional service and company history, the priorities were to develop a site that highlighted their culture and showcased successful applications without compromising customers' anonymity.



THE SOLUTION

The site, in addition to intriguing imagery, became driven by messaging which very closely mirrored BTM company culture. The content is conversational, approachable, and solution-centric—allowing successful applications to be highlighted without specifically naming customers.



SITE HIGHLIGHTS

Home page: with solution-based content, images highlighting company culture, and animated page elements, the home page is a strong, dynamic introduction to BTM and their capabilities.

“What We Do” page: this page highlights solutions provided to customers in a simple case study format, while keeping all customer information anonymous. The downloadable Capabilities sell-sheet is an excellent tool which keeps user-experience in mind.