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STEVENS & TATE MARKETING LAUNCHES NEW IDENTITY AND ONLINE STRATEGY FOR TOPLINE PARTNERS, INC.

LOMBARD, ILL., Aug. 22, 2011 – When TopLine Partners was ready to launch its online strategy, it turned to Stevens & Tate Marketing for the first critical steps: brand messaging and website development.

“As a service company, our deliverables are intangible so it can be difficult for potential clients to quickly understand our capabilities,” said Mike LeMaster, president of TopLine Partners. The Plano, Ill.-based firm assists clients in growing their profitable revenue through a consortium of companies with sales and marketing expertise. “I knew that a strong Internet presence would be critical to our success, but Stevens & Tate took a step back and made me realize how important creating our story was, as well.”

He noted that Stevens & Tate “obsessed” on achieving clarity for TopLine Partners’ unique selling proposition before beginning website designs, an approach that was profoundly different from web development companies LeMaster had worked with before.

“The first thing we do with a new client is dive deep into their business...into their culture,” said Dan Gartlan, president of Lombard-based Stevens & Tate Marketing. “That allows us to craft our language, visuals, and strategy to appeal to the target audience in a way that is different than how any other company presents itself.”

Through in-depth questioning and listening, Stevens & Tate worked with TopLine Partners’ leadership to define its distinct competitive advantages and define its core brand strengths.

“The clarity of our message, which came through our sessions with Stevens & Tate, evolved how we speak about ourselves to prospects and clients,” said LeMaster. “The website reflects that new language.”

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According to Gartlan, not only did Stevens & Tate bring TopLine Partners' message to life through informative and engaging copy, it also showcased the company's services in a memorable way—powerful, organic, natural imagery highlighted key services right on the home page to immediately draw new visitors in.

"Marketing has shifted," Gartlan explained. "You have to assume that anyone who contacts you has likely reviewed your website or investigated you online. If your story is not compelling, they'll move on to your competitor and you won't make the list of companies they seek out to work with."

"From a client perspective, using Stevens & Tate was the most efficient and effective method to position our company," said LeMaster. "Their team has breadth and depth in all facets: strategy, creative, programming, functionality, ecommerce, SEO, search, and social media."

In addition to launching the new website, Stevens & Tate created a logo and overarching tagline for TopLine Partners—all of which worked together to introduce TopLine as "The Next Generation of Sales Success" and promote the firm's holistic approach to revenue generation.

TopLine Partners, LLC provides a streamlined, disciplined approach to the entire sales and marketing function. The company focuses on six core areas: marketing services including demand creation, sales recruitment and development, sales training, lead generation, sales operations, and customer retention. The company's consortium of sales and marketing companies are located throughout Illinois and Indiana. For more information, visit www.top-line-partners.com.

Stevens & Tate Marketing is a full-service advertising agency offering award-winning, on-strategy creative; integrated message development; and cost-effective media planning and execution. Stevens & Tate creates focused, targeted solutions for all its clients in the business-to-business, hospitality, travel, retail, healthcare, resort, and real estate industries. Call 630-627-5200 for information.

To learn more about how Stevens & Tate launched TopLine Partners' new identity and review the agency's work, visit online: www.stevens-tate.com/work.

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