



CASE STUDY

B2 Solutions partnered with IMS360 to create content that would showcase their personality and key business differentiators to customers and employees.

PROJECT TYPE

A playful spin of the "OSHA" safety posters and in-office posters

DESIRED OUTCOMES

- Showcase the true personality of B2 Solutions through art and marketing design.
- Capitalize on B2's "Great User Experience" ideal
- Highlight the quality of B2's work
- Connect to pop culture and share who B2 is as a company.

WHO IS B2 SOLUTIONS?

B2 Technology Solutions a premier provider for Managed IT Services in Southwest Florida, specializing in small and medium businesses. They take a proactive role with technology so their customers don't have to. They operate under the company tagline of "B2 Technology Solutions – A Great User Experience."



THE NEED FOR CONTENT

B2 Solutions wanted to come up with a creative way to capitalize on their "Great User Experience" ideal and create something that communicated an activity that they do when they host live networking events – host a nerf gun war. People enjoy working and hanging out with B2 Solutions so they wanted collateral that communicated that while also highlighting the quality of their work.

WHY WORKING WITH IMS360 WAS AN EASY CHOICE

Prior to this specific project, IMS360 was a Cisco recommended agency that helped to co-brand materials and event collateral for B2 Solutions a few years back. When the new need for content came up, Phil Stalnaker, Business Director at B2 Solutions, was excited to work with us again.

"The team does incredible work and are a pleasure to work with, so I thought of them because I like them and enjoy working with them." – Phil Stalnaker

THE CONTENT CREATED

Office posters to highlight B2's biggest partnerships in the local office

With the idea of creating "movie poster designs", we were able to connect to pop culture with a hint of fun, while still communicating the points B2 wanted to convey. These are meant to be quick eye catchers, and are great tools in giving viewers a unique experience, while showing what doing business with B2 is like.

A playful spin on an "OSHA" safety poster to distribute to managed service customers

This project communicated to B2's managed services clients how to be "good clients," how to reach B2, as well as have a few laughs. The intent was to include subtle jokes that could be hidden in a poster B2 would provide to customers that they could hang it in their break room.

WHAT THE CONTENT AIMED TO ACHIEVE



Stay on the top of their current customers' minds



Make it easy for customers to refer them to other businesses



Increase (specifically) their Meraki line of business



A fun spin on a typical "OSHA poster" for B2's managed services customers.

THE RESULT IS MARKETING AND LEAD GENERATION

"Because of the relationship they've developed with me and the significant effort they spent getting to know me and my business, IMS360 was properly able to represent my company and my ideas in beautifully creative and interpretative ways.

The result is marketing and lead generation, but they are able to accomplish that in such unique and crafty styles, allowing your company's personality truly come off the page."

— Phil Stalnaker

NO MATTER WHAT CONTENT YOU NEED, IMS360 CAN HELP!

We may have perfected the art of crafting an infographic and animated video, but we do so much more than that! With our team of talented designers & content curators, we can bring any content vision you have to life. **Reach out today!**



VIEW OUR GALLERY

EMAIL GREG HAMMER