

Marketing Tech Stack Assessment and Website Relaunch

A leading provider of cloud-based enterprise applications engaged Clarkston to support a digital transformation initiative aimed at modernizing their marketing technology stack, as well as their online presence, to deliver a more connected customer experience. Clarkston began with a comprehensive assessment of the client's digital strategy and capabilities, uncovering opportunities to strengthen brand consistency, integrate marketing technologies, and optimize information architecture and user experience.

Guided by these insights, Clarkston led the redesign and relaunch of the client's website - overseeing the effort from strategy through execution - while implementing a new CMS, refining paid media operations, and aligning everything to UX and SEO best practices. These updates positioned the client to operate with greater agility and scale their digital impact well into the future.

Case Study

PROJECT OVERVIEW

INDUSTRY:



Enterprise Software

PRODUCTS AND SERVICES :



Digital Strategy

PRIMARY OBJECTIVES

- Assess the digital strategy and capabilities of the function to surface critical opportunities as a part of a phased strategic roadmap
- Select a best-in-class Digital Experience Platform that contains a Content Management System (CMS), Content Marketing Platform (CMP), and Digital Asset Management Platform (DAM) and enables efficiency, scalability, and connectivity
- Redesign site architecture and user journeys to create a more intuitive experience
- Update brand and style guidelines with a new identity
- Implement the selected Content Management System and support the re-platforming from prior hosting site

SOLUTION

- Conducted a comprehensive assessment of the digital landscape through team interviews, site analytics, and the industries' UX competitive landscape
- Guided vendor selection for ideal CMS platform through a structured requirements criteria, scorecards, and alignment workshops to determine the best strategic fit
- Supported implementation for the selected CMS, including system requirements gathering, site design, and user acceptance testing
- Refreshed web content for AI readiness with semantic clarity, modularity, conversational phrasing, and improved internal linking
- Updated brand and style guidelines, redesigned user journeys, and developed a new site map with streamlined navigation structure
- Led go-live cutover strategy planning, content migration strategy & training, and hands-on support for site build
- Conducted full audit of paid media strategy that provided platform-specific scorecards, channel alignment opportunities, investment efficiency insights, and funnel-stage mapping
- Provided recommendations for future technical and content enhancements

KEY BENEFITS

- Updated navigation, design, and site organization improves ease of use and provides a consistent user journey for leads and existing customers
- Newly implemented digital marketing platform offers immediate flexibility and scalability with robust A/B testing capabilities
- The site re-platforming project engagement acted as a pilot for team roles and responsibilities, clarifying ownership and workflows that can be carried forward to ongoing digital team operations
- Paid media audit revealed clear visibility into what's working, what's not, and how to scale high-performing strategies across paid channels



KPIs

- Ensured adherence to an aggressive timeline and successfully executed development team onboarding, site design, requirements scoping, content migration, testing, go-live, and enhancement roadmap creation in <12 weeks
- Manually migrated and/or created 370+ web pages during the content entry phase
- Provided cross-functional project management support across 4 teams

"This was the smoothest site launch I've ever been a part of."

- CHIEF MARKETING OFFICER

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