

Venice Solutions Success Story: LogiMove Checkmobile Global ([LCG](#))

International AI Workflow Technology Platform Rebrand (Logo, Corporate Strategy, and Website)

(1) Client: LogiMove CheckMobile Global (LCG) is an international technology company with offices in California, Nevada, New Jersey, and Hamburg, Germany. LCG was founded in 2008 and has since been growing to become a market leader in industrial workflow optimization for low-code-no-code mobile apps on iOS and Android.

(2) Situation: Oftentimes, high-tech software companies, especially during growth stages, struggle to define products, benefits, ROI, and creation of a strong corporate brand in the sector. LCG was facing similar challenges as expressed by their outdated website with irrelevant software practices as well as an inconsistent corporate message.

(3) Project: Clearly define and communicate the companies' core competencies on the website, create marketing materials such as videos and infomercials about latest products, and establish new outreach channels to ultimately restructure the existing sales funnel.

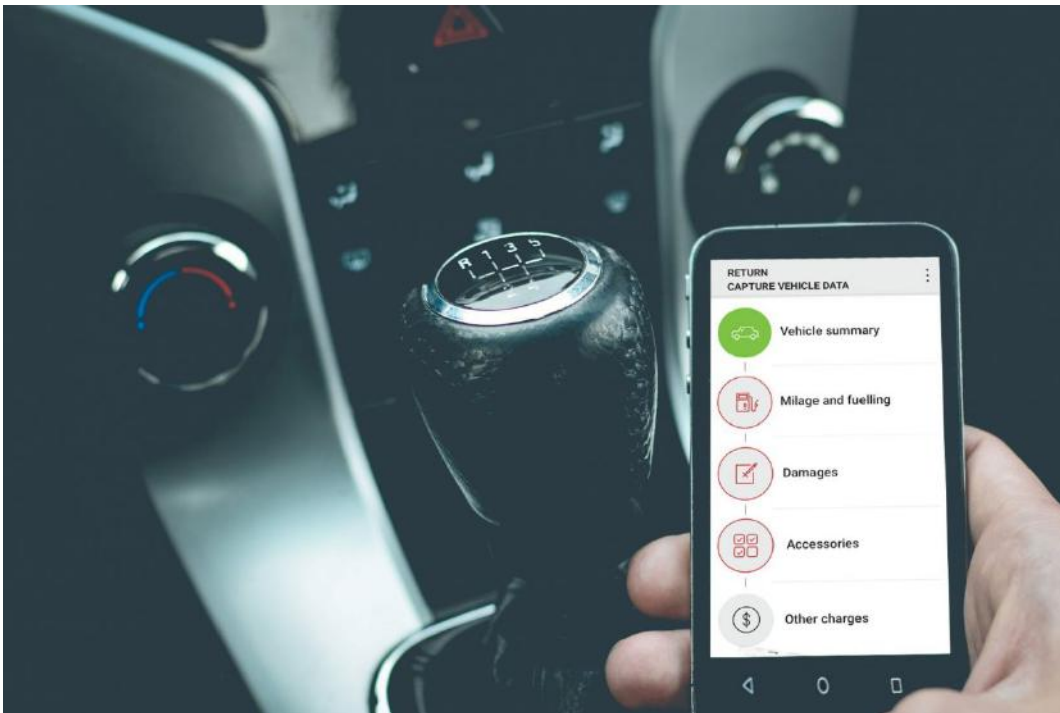
(4) Tasks: First, Venice Solutions helped LCG to clearly define its products and benefits to users. Second, based on our findings on which industries and solutions to put a focus on we've worked together on a strong brand image for LCG. This included the creation of their new (and current) logo, selection of typography, brand colors, establishment and subsequent target messaging for social media accounts. In addition, finding a good balance between in-depth technical explanation and communication of the software solution on a high level was considered a key feature. Creating a strong digital presence for LCG to grow onto the next level and market themselves as a trusted industry leader rounded our marketing efforts.

Venice Solutions Success Story: LogiMove Checkmobile Global ([LCG](#))

International AI Workflow Technology Platform Rebrand (Logo, Corp Strategy, and Website)

(5) Implementation: Following implementation of our rebrand, Venice Solutions developed SEO metrics for logimove.com, aiding identification of structural issues to retain traffic on the site, and an overall lack of consistent outreach messaging.

Venice Solutions subsequently managed to continuously increase LCG's domain authority and rankings on popular search engines such as Google, Bing, or Yahoo, resulting in up to 45% additional leads. Reestablishing LCG's social media channels informed an increase in followers and engagement by 23% and 79% respectively. Introducing a Venice Solutions' maintained blog feature drove web traffic retention rates from 1.5% to over 7% after 3 weeks.



Please handle with confidentiality © [Venice Solution Inc.](#) 2021.