

Client:
UVU7to10

Industry:
Marketing Agency

Location:
Orem, UT

By undergoing a complete re-brand UVU7to10 could ultimately be as unique as their student body

Deliverables Achieved:

- New Name and Logo
- Brand New WordPress Website
- Updated Social Media Profiles
- Product Offering - Website Audit
- Lead-Gen Landing Page for New Sponsors
- And Numerous Pieces of Useable Content

The marketing team at UVU has been great to work with. The students proved from the beginning of the project that they were able to adapt to unforeseen challenges and handled every deliverable in a creative and professional manner. They did excellent work which will set The Green House up for great success for years to come.



- David Przybyla
Agency Owner

UVU7to10's re-brand will serve as a starting point for long-term success



thegreenhouseuvu.com

Challenge:

The Seven to Ten Agency at Utah Valley University was created to give marketing students the opportunity to work with clients and get real-world experience before completing their schooling and joining the workforce. Each semester a new group of seniors would be able to work within Seven to Ten to help local companies with their marketing strategies.

The agency started off strong but quickly lost its momentum. The students and faculty involved in the agency had different ideas on which direction it needed to go, causing inconsistent messaging and confusion. Seven to Ten needed to find a new way to build up its momentum again to cater to incoming students and potential clients. It was important that the Seven to Ten Agency found a way to define its brand and give UVU students a chance to shine.

Solution:

Rebrand to The Green House student run digital marketing agency. Logo redesign to match the digital nature of the agency and the new name, while also showing relation to Utah Valley University with each green from the UVU style guide.

Create a new website with on-page SEO optimization and Google Analytics tracking, providing metric management and analysis adjustments as needed to bring in conversions. Two options were added to the site: one option for companies to sponsor future student capstone projects and one product offering option for The Green House to do a website audit. All of this gives students increased opportunities and helps local businesses with their digital marketing needs.

Create/manage social media accounts and post content for existing followers and to increase the following/awareness of the new agency.

Results:

- Increase Instagram following by 15% through focused organic content strategy.
- Current and former students as well as faculty have rejoiced and commended the re-brand.
- A more uniform brand that will better service the agency itself and the future customers it will serve

