

CASE STUDY

Helping a Major Battery Company Gain an Online Presence

How Witmer Group helped a national battery company improve its online presence and improve interoffice communications.

Eric Royse is the CEO of Continental Battery Systems, a 90-year-old battery company headquartered in Dallas, TX. Continental Battery Systems is an industry titan and highly respected brand that manufactures and distributes batteries for a wide range of vehicles, such as cars, trucks, boats, golf carts, and motorsports.



THE CHALLENGE:

No Corporate Online Presence and a Need for Improved Internal/External Communications.

Eric Royse noticed a significant opportunity as soon as he took over the CEO helm at Continental Battery (currently known as Continental Battery Systems). He knew how important social media, websites, and other digital marketing channels were—but the company had none (or minimal use of these tools).

At the time, Continental Battery was working with a smaller marketing agency that only marketed the product itself and associated collateral. The agency did not offer social media—only old-school tech and no resources for marketing or branding.

Eric came in looking to grow quickly—he saw a huge need

for Continental Battery to better communicate their culture and other important news with their employees and customers. He wanted to improve communications with recruiting, retention, talent, investors, suppliers, and customers.

He wasn't looking for an expensive Madison Ave. firm. He needed a more flexible, agile, and competitively priced marketing agency that would help them along the journey of improving their digital presence and communications. After an extensive search, Eric and Continental Battery turned to Kristina Witmer, owner of Witmer Group, and her team of highly experienced and specialized marketers for help.

THE SOLUTION:

Kristina and her team helped improve communications through a wide range of initiatives. They also created a

process for internal and external communications to share the growth and frequent acquisitions. Witmer Group built and expanded social media platforms for Continental Battery.

They provided support on many internal actions, such as company announcements, newsletters, promotions, special days, and digital/print newsletters. Witmer Group also created and nurtured the cadence and tone of external and internal content that included case studies, PowerPoints, and telling the story of Continental Battery to suppliers and investors.

RESULTS & SUCCESSES:

Eric now feels like he has regular communication cadence with employees and the marketplace. There's now buzz around the marketplace and connection of people from many different companies. He's also heard a lot of praise from employees regarding the amount and quality of internal communications.

"We're extremely pleased with the work that Witmer Group has done and is still currently doing for Continental Battery Systems. Over the past few years, we've grown and expanded tremendously, and Kristina and her team of marketing experts have provided us with top-notch and excellent support," Eric said.

Ready to Talk to Someone about Improving Your Digital Presence and Internal Communications?

Learn more about the advantages of working with Witmer Group and how we can create a custom website solution that will help solve your challenges and add value to your business.

ABOUT US

Witmer Group is a vibrant group of people who love what we do. We have helped numerous local and national companies and would love to help you! Give us a call at (214) 865-9484 or visit us online.



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