

CASE STUDY 2

KOHLTECH

Local window manufacturer Kohltech first started working with Revolve over 25 years ago. We are extremely proud to have played a long-term strategic role in building their brand – elevating their business from a regional manufacturer to a leading national brand.

To this day, Revolve plays an integral role planning, building, and optimizing all elements of the Kohltech digital presence.

Our digital strategy work for Kohltech recognized the needs of different audiences, and how to support them and create favour. Dealers, retail specialists, builders, developers, contractors, architects, and homeowners all have distinct needs from the Kohltech brand and have unique preferences for information and inspiration regarding windows and doors. The keystones of our analysis included a social media strategy, content marketing initiatives aimed at homeowners, and a recommendation for the creation of a “Pro Resources” section on the website – a robust document library to allow

building professionals to find documents, videos, and others resources specific to their needs. This latter initiative became part of Kohltech’s digital transformation, moving away from traditional printed brochures and product spec sheets to more engaging video and online resources, while minimizing the internal cost to manage this information.

Following an implementation timeline that began in the Fall of 2020, the new website functionality, social media channel management, and new content are creating opportunities to substantially grow the Kohltech dealer base, raise awareness nationally, and create repeat and loyal customers – whether they are seeking inspiration for a dream home, building and renovating, or designing modern commercial buildings. The Kohltech brand is our focus, and we execute on the highest impact strategic tactics to ensure Kohltech can deliver on their purpose of providing outstanding windows and entrances.

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