



WHAT WE STAND FOR

HONESTY. RESPONSIBILITY. ACCOUNTABILITY.

Northeast Regional Council of Carpenters

Impacts of Updating Digital and Visual Presence

Organization Website:

<http://www.northeastcarpenters.org>

The original website for NRCC was not mobile responsive and the visual branding was outdated and did not differentiate the NRCC from other regions of the organization. Mosaic has effectively:

- Increased search engine ranking
- Increased membership and public engagement
- Updated visual branding with modern design

"Mosaic Strategies Group has been working with our organization for over 3 years. They are an integral part of our operation. We value their work, responsiveness, and the fact that they truly care about our organization."

-Assemblyman Troy Singleton

Challenges

Prior to Mosaic working with NRCC, the organization shouldered the responsibility with internal staff and an array of vendors. Multiple vendors create a challenge causing disconnect between the visual branding and implementing that branding into digital strategy and print media. The result is that not all parts of the organization's visual presence was connected and in tune with the current market trends.



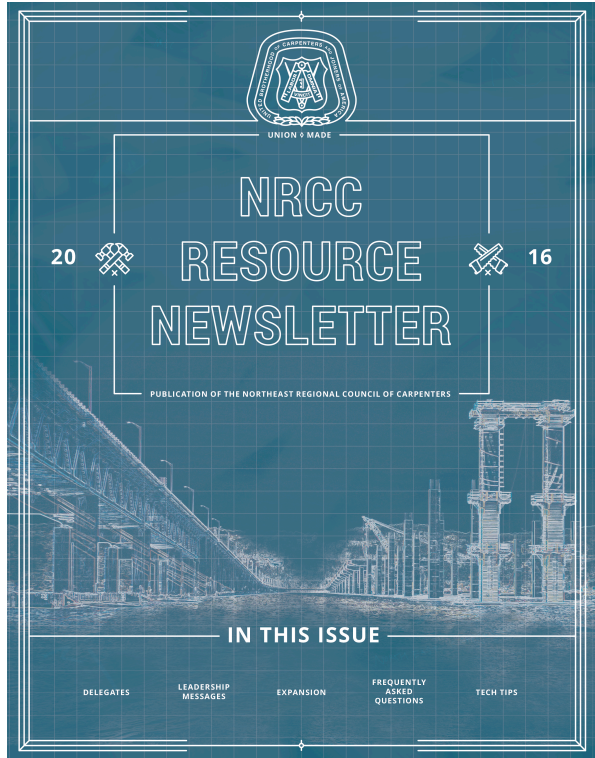
How Product Helped

Mosaic worked with key NRCC contacts and did a complete Digital and Visual rebrand. This included a rebuild of the main website, additional issue based initiative sites plus graphics and print ready files for various materials. The website and print based materials included selecting a modern color palette, creating custom fonts and icons, redesign of organization logo, creation of newsletter template, compile and prepare all newsletters for print, creation of all organization stickers, handouts, flyers, advertisements, apparel, and various graphics.

Results, Return on Investment and Future Plans

Mosaic has helped to reshape the public facing visual branding with NRCC so that the traditions of the organization carry through to the membership with a modern visual appeal and updated digital strategies. This results in improved SEO, acquisition of new members and increased engagement with current members in today's digital landscape. Our services create a stable platform for marketing and membership engagement during times of organizational change and bring the organization in front of the public that appeal in today's marketplace.

We continue to work with NRCC on upcoming issues of their newsletter and other graphic needs, website expansion and various other digital strategies. Mosaic plans to continue the use of technology engagement by developing a membership app for the organization.



*Newsletter: Member Resource edition, 2016.
Approximately 40,000 members view the newsletter publications.*



As part of a cohesive and visually consistent branding strategy, Mosaic creates custom banner graphics for the organization's social media accounts to carry the theme across all digital and publicly viewed platforms.

