Kraemer Schurman Advertising & Design
(KSA&D)

The destination for Full-Service Advertising and Sitecore Integration

Throwing a glance at the first ever website that was created and debuted online 20 years ago—dedicated to information on the WWW project—reminds us of the unprecedented growth that content management systems (CMS) have achieved during the past decades. In the early years of CMS software development, the industry was dominated by only a few vendors that offered costly services with minimal features. However, as developers pushed the envelope to create less expensive solutions, the number of features has increased while the cost has come down. In addition to uploading content and managing a website, modern CMSs perform a variety of other functions including web experience management and customer engagement. By using innovative technology trends like Virtual Reality and Augmented Reality, multi- and omni- channel publishing, and cloud computing, CMS is growing toward value creation and producing more personalized experiences. Though many service providers promise to manage their clients' websites with less technical investment, only a few leave their clients totally satisfied.

Partner at Kraemer Schurman Advertising & Design (KSA&D), Peter Schurman, shares his valuable insights on their product that enables businesses to achieve their targeted marketing objectives through CMS technology. As a Sitecore certified partner, KSA&D extends its expertise to offer a platform for executing content management and streamlining the production of digital content. The company also provides a line of advertising solutions covering traditional and digital.

The Origin of an Idea
KSA&D was started in 2000 when the internet was still rapidly evolving. Our creative services initially include

Peter Schurman, Partner

graphic design, web design and development, marketing. We became a certified Sitecore partner in 2011 catering to the digital marketing automation requirements of our clients. In the current business environment, businesses are looking to streamline more personalized content. The use of Sitecore facilitates personalized content by executing content management and marketing more effectively.

Addressing Market Pain Points
We see customer traction in the healthcare sector, professional services including accounting and business-to-business, beverage manufacturing, and retail establishments. In the healthcare market, we make the patient journey seamless through Sitecore. We achieve this by convincing the client to prioritize content by making use of value-added content, news, and events. By delivering more relevant and personalized content to the patients, we ensure better customer experience from the initial visit to post-engagement and nurturing. Since we offer CRM integration, it is easy for our clients to identify new versus existing leads and determine a more accurate ROI. The CRM platforms are integrated with Microsoft Dynamics, Zoho Office Suite, and SAP CRM, to name a few.

Serving Customer Requirements
KSA&D is a design, development, and marketing agency. From that perspective, we enter into a relationship with our clients and help them determine how to best execute their marketing strategy. We not only design platforms for user interactions but develop and implement software solutions for our customers. Once the platform and solutions are in place, our marketing team uses content marketing, SEO,

SEM and email marketing to drive the business. Moreover, realizing that digital experience platforms have gained considerable traction over the last few years, we have started using Sitecore's Email Experience Manager and Microsoft Dynamics. With the right tools and the skill-set that we have, our organization is capable of serving the clients in all aspects of marketing, design, and development, thus becoming a niche post-service agency.

Recipe to Success
We believe that "through experience comes innovation" and to stay ahead of the competition, our team delivers a seamless experience and continues to think and design from a user-centric perspective. As an organization striving to provide the best services to the clients, we streamline all the processes. Our team researches before committing to a project so as to understand the client's needs or challenges. This approach helps us to know what they are trying to achieve. Our research process also involves studying the critical players in the market and identifying potential competitors. Understanding the marketing strategy of key market players is essential to set targets and goals for the client. Our method of competitor analysis includes the comparison of features, functions, and processes and, as a result, we are able to maintain a competitive edge in the market. The Sitecore solutions that we offer also follow a methodology consisting of design, production, and development. During this course, the solution is programmed, and QA tested. As a Google partner, we can align marketing strategies more effectively than other firms in

the industry. Our last stage of every project involves offering additional recommendations to ensure success as measured by the ROI.

Customer Success is Our Priority
We worked with a global accounting firm who wanted to have a rapid expansion in the market. Our first step was to understand their expansion plans and design websites that would match their future business requirements. Through a multi-channel approach, we developed relevant content for them which enabled the client to deliver a more personalized experience to their potential customers. We utilize this expertise for all of our clients, thus helping them achieve their milestones.

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Another of our clients, a universal health network looking for seamless integration with another healthcare system achieved their objective after engaging with us. Upon consulting with us, we are integrating with their CRM and other healthcare systems. We were successful in pulling the data and making it accessible to the patients in a more user-friendly environment. The patient journey became comfortable and convenient as they were able to login to their profiles and have a look at their primary care physicians appointments, pay a bill, and more.

In Smart Work we Trust
We are rapidly growing in both sales and employees which we attribute to the success and relationships we have with our clients. As a team, we strive to be experts in everything—in both the traditional and digital space. By honing our skills to drive business success, our team focuses on working smart and staying ahead of technology. Because the internet is dynamic and continues to evolve, the products and services we offer have had to keep up with the speed of technology. Therefore, we have always had to innovate and evolve to stay a step ahead in order to provide the best solutions for our customers. CA