



MARKETING FOR **BANKER STEEL**

CASE STUDY



ABOUT THE CLIENT

Beginning operations in 1997, Banker Steel has become an award winning, AISC-certified steel fabricator specializing in large-scale projects on the East Coast. Banker Steel has storeroom sites in Virginia and Florida and is endorsed by The American Institute of Steel Construction to offer steel for many notable structures such as The Washington Nationals Park, East Rivers Plaza in New York, the Gilmerton Lift Bridge, the U.S. Patent and Trademark Center in Virginia and the Gaylord Hotel and Convention Center in Maryland. Highlighting their fast cycle times and minimum waste by using 91 percent recycled metal continues to expand Banker Steel's business throughout the east coast.

capabilities:

strategy

photography

brand development

graphic design

website design and improvement

copywriting

video production

script development

📍 31 West 34th Street Suite 8128, New York City, NY 10001

📞 (347) 669-3423

✉️ hello@srmco.net





THE SCENARIO

Banker Steel initially contacted SRM in 2010 to design a brochure to market their services. They quickly realized that a traditional 8.5" x 11" tri-fold would do very little to attract and instill confidence in their high profile company if their other marketing strategies portrayed low profile skill. Banker Steel turned to SRM's strategic counsel and marketing planning to develop the most effective path forward.

THE SOLUTION

SRM conducted a thorough analysis of the client's brand, including awareness and perception among its key constituencies. With these insights, SRM developed a marketing plan designed to enhance the brand, build trust in the company and its products and drive sales. SRM modified Banker Steel's logo to be clean, modern and in-line with the high-end services they offer. SRM also created the, "Trust, as strong as our steel," tagline to emphasize the importance of building lasting client relationships. Custom photography, video production and web design followed, with each demonstrating the level of knowledge and meticulous labor done at Banker Steel. The redesigned website added strong visuals along with concise text to help viewers understand the quality services available. SRM also produced an in-depth 5-minute company overview video for the homepage of the website. The video takes potential customers step by step through the production and construction process. The use of 3D modeling highlighting the intricate and detailed work performed by Banker Steel. Testimonials flash throughout the video highlighting clients' satisfaction. Upon completion of the brand and website collateral, SRM designed and developed a gatefold brochure that the client provides to potential clients during meetings and tradeshows. SRM also manages search engine optimization and social media marketing. Banker Steel continues to partner with SRM to achieve and maintain its marketing success.

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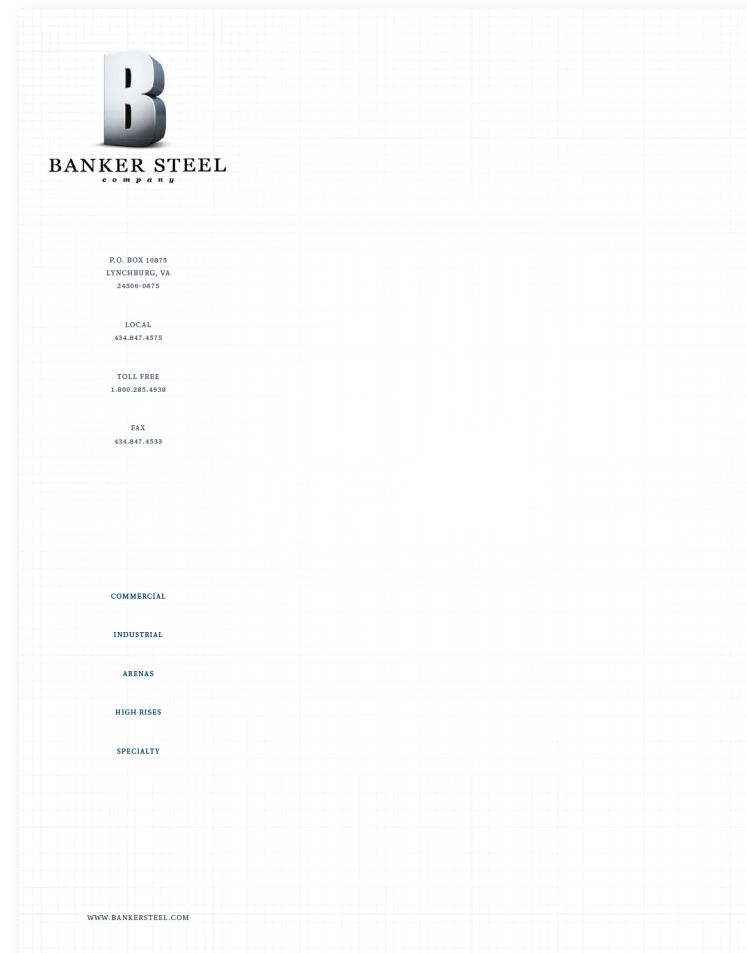
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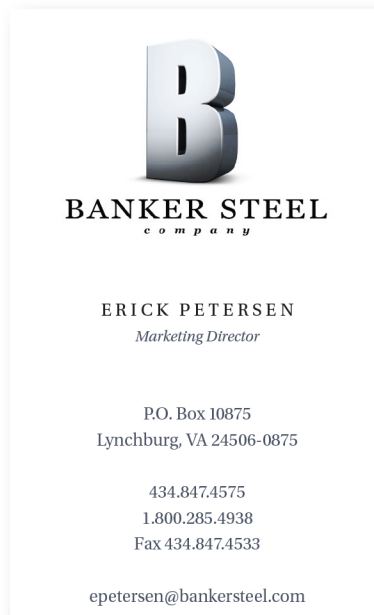
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- 1 LOGO
- 2 BUSINESS CARD
- 3 LETTERHEAD



BANKER STEEL
company

Projects

Request a Proposal

About Banker Steel

Company Directory

Design Assist

Projects

AIRPORTS

ARENAS / STADIUMS

BRIDGES

ALL BANKER STEEL PROJECTS

LIST MODE

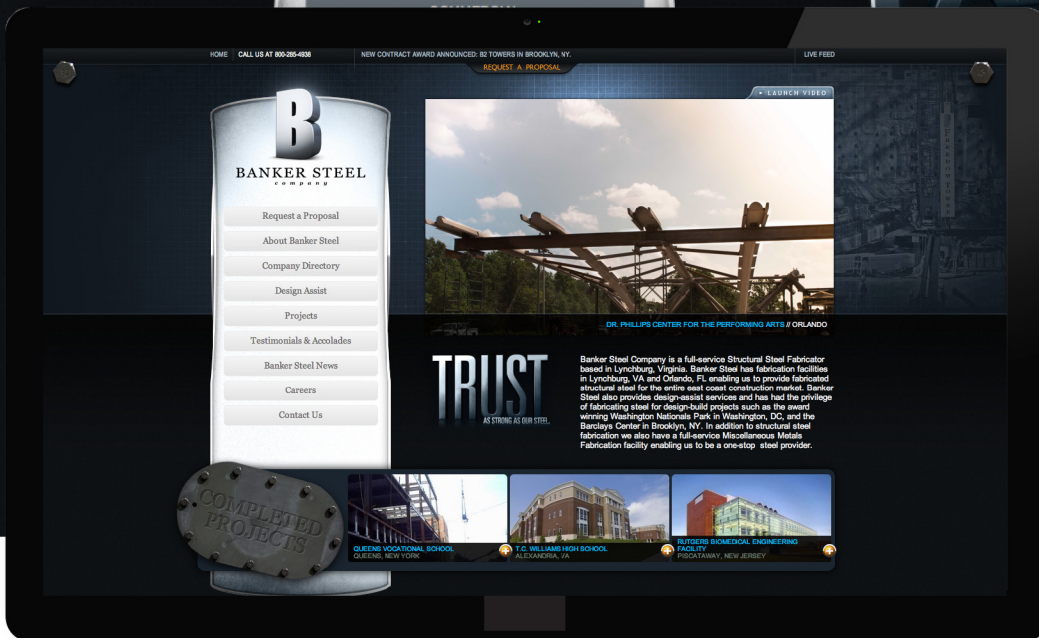
IF YOU CAN DREAM IT WE CAN FABRICATE IT.

baseball or basketball stadium, a 30 story high-rise tower in Manhattan
n bridge or parking garage, we have the flexibility to produce small,
ly complex including all commercial, industrial, government and

EACH PROJECT

f pride for our customers. Our commitment and personal attention to
ents on a job well done.

Read our Client Testimonials



BANKER STEEL WEBSITE

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BANKER STEEL VIDEO

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STRONG

TRUST

STRONGER STEEL

Barclays Center Arena

B

Banker Steel is proud and honored to have provided over 10,000 tons of structural steel that frames the Barclays Center arena – the future home of Nets Basketball. As the design-assist steel subcontractor Banker Steel saved time and money on the project to help deliver a quality product on time and on budget.

Simple Relationships. Complex Projects. That's the Strength of Banker Steel.

For more information call 1-800-285-4938 or go to www.bankersteel.com.

BANKER STEEL
c o m p a n y

2

MECANITE IT.

It was the direct... that made it possible... setting schedule while maintaining... quality and workmanship. As a result, this project has won... national awards... and regarded throughout the country as a model design/build project.

Multi-House Project... Washington, DC... STAT

Accelerated build schedule - **33% faster**

Lower costs - **15% less** than bid build

A Safer & Sustainable Construction - less clutter, less waste

TRUST

AS STRONG AS OUR S

B

BANKER STEEL
c o m p a n y

Simple Relationships. Complex projects.
That's the Strength of Banker Steel.

1 AD
2 BROCHURE