



MARKETING FOR **CSE INC.**

CASE STUDY



ABOUT THE CLIENT

Companies across the commercial, industrial and institutional markets turn to CSE as a recognized leader in the mid-Atlantic in crane, rigging, and erection services. With more than 40 years in the industry and hundreds of years of combined experience in CSE's respective fields, CSE builds structures *that last*, just like the foundation of quality, safety, integrity and experience the company was built on.

capabilities:	market research and positioning web design and development print design	sales and marketing strategy custom photography collateral production	corporate message development trade show design and production outbound marketing and lead generation	copywriting
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✉️ hello@srmco.net





INTEGRITY THAT BUILDS. STEEL THAT LASTS.

THE SCENARIO

CSE Inc. recognized that the company needed to refresh its brand with a more contemporary look and feel and apply the new brand standards across the website and all sales and marketing material. The leaders also were looking for a solution that would help drive additional sales leads and grow revenue.

THE SOLUTION

SRM wasted no time in getting CSE's brand well-positioned for the future. Our strategy experts began by conducting a competitive analysis and market research. With that knowledge, the team put in place a comprehensive strategy designed to differentiate CSE in the market and drive sales. From updated, powerful messaging to a portfolio of new marketing and sales collateral to an engaging website and a lead generation program, CSE now stands apart among the leaders in the industry and is ready for its next level of growth.

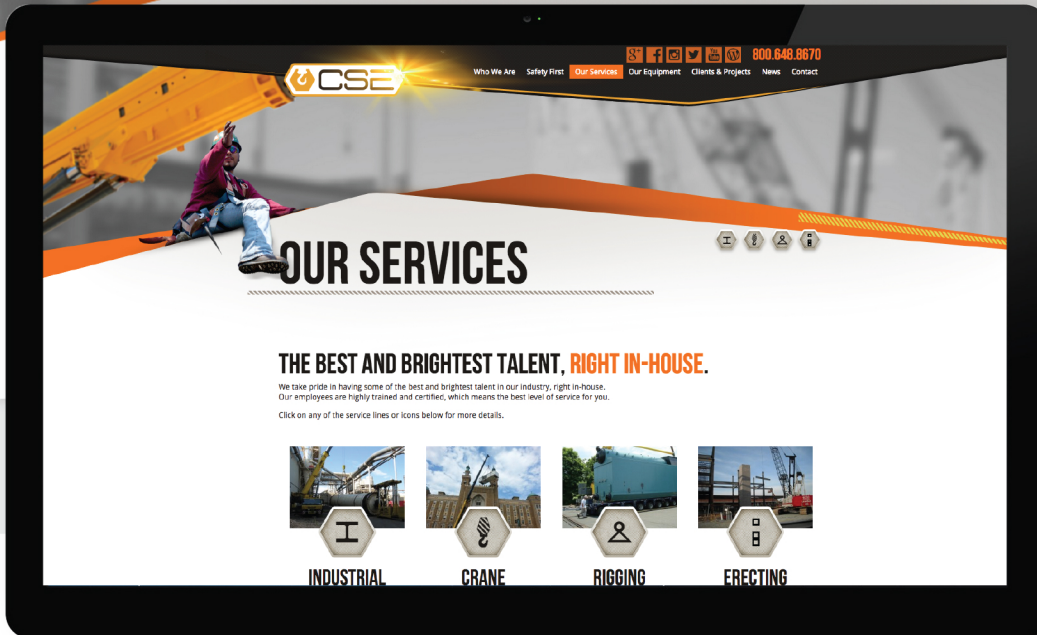
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INTEGRITY THAT BUILDS



EXPERIENCE.

that last, just like the
 port cranes as well as
 perform projects of



RIGGING

g services boast some
 est rated safety awards



ERECTING

Our services are as strong as the
 steel we work with, whether

CSE INC. WEBSITE

LET US DO THE HEAVY LIFTING FOR YOU.

Crane & Rigging Services

CSE boasts one of the largest equipment fleets in the Mid-Atlantic. All of our equipment operators are NCCCO certified, so you can trust that your job is being handled safely. Whether you have an onsite equipment move or a plant relocation, our crane, rigging, and heavy haul department can handle the job.

Crane Fleet

- ⊙ Hydraulic—Truck, All-terrain, Rough Terrain
- ⊙ Crawlers
- ⊙ Engineered Lifts

Specialty Rigging Equipment

- ⊙ Gantries
- ⊙ Jack and Slide Systems
- ⊙ Unified Jacking Systems
- ⊙ Tri-lifter
- ⊙ High Capacity Forklifts
- ⊙ Design & Custom Applications
- ⊙ Heavy Haul Trucking

“The strong work ethic and consistent pace exhibited by your crews enabled this project to be completed five days ahead of schedule.”

— Griffin Pipe Products

FROM CLEAN ROOMS TO QUARRIES.

Industrial Services

Our pipe fitters, certified welders, and millwrights are respected professionals in their fields and carry the highest level of training and certifications. We deliver high-quality design, fabrication, installation, and maintenance solutions for your projects and facilities—and we're there when you need emergency response.

- ⊙ Plant Maintenance and Construction
- ⊙ 24-hour Emergency Response
- ⊙ Outages/Shutdowns
- ⊙ Piping
- ⊙ Certified Welders
- ⊙ Millwrights
- ⊙ Single Machine or Entire Line Replacement
- ⊙ Engineers and Project Management Staff
- ⊙ Field Fabrication

“Lack is the random result of circumstances and situations void of directed influences. Luck had nothing to do with this accomplishment. It is the result of highly skilled and dedicated professionals working together safely to an expected and defined goal. Without these men and women and their amazing contributions to this endeavor, none of this would be possible.”

— Babcock & Wilcox

TAKING YOUR PROJECT TO NEW HEIGHTS.

Steel and Precast Erection

CSE is an AISC Advanced Certified Steel Erector (ACSE), which means we have demonstrated the highest level of professionalism and precision in our field. From new construction and renovation work to redesigning steel that strengthens existing structures, our experienced team can get the job done—while meeting the most demanding schedules. In more than 40 years, we've never missed a deadline.

- ⊙ AISC Advanced Certified Steel Erector
- ⊙ Miscellaneous Metals
- ⊙ Precast and Tilt Ups
- ⊙ Engineering and Project Management Teams



COMMERCIALSTEELINC.COM | 800.648.8670



INDUSTRIAL



CRANE



RIGGING



ERECTING

INDUSTRIES WE SERVE.

PHARMACEUTICAL
INSTITUTIONAL
FOOD
ENERGY & POWER
NUCLEAR
STEEL
MINING
MANUFACTURING
RAIL/FREIGHT
CHEMICAL
PULP PAPER
PETROLEUM/GAS
COMMERCIAL



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HEADQUARTERS

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Fax: 434.528.5739

ROANOKE | RICHMOND | HAMPTON
CHARLOTTESVILLE | LYNCHBURG



INTEGRITY
THAT
BUILDS

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CSE INC. BROCHURE

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BUILDING THE FUTURE NOW

LYNCHBURG

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434-845-7536 Phone
434-526-5739 Fax

ROANOKE

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P.O. Box 12692
Roanoke, VA 24027 USA

800-501-0270 Toll Free
540-343-6901 Phone
540-344-4401 Fax



Structural Steel Erection | Precast Concrete Erection | Tilt-up Panel Erection | Pre-engineered Building Erection



BUILDING THE FUTURE NOW

BOBBY MOON

OWNER/COO

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direct [434] 455-2209
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bobby@cseonline.net

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P.O. Box 1030
Madison Heights, VA 24572



SAFETY TRAINING PROGRAM



BUILDING THE FUTURE NOW

EMPLOYEE

SAFETY MANAGER



This card is only valid while under the employment of CSE, Inc.



LYNCHBURG · ROANOKE
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Madison Heights, VA 24572 USA


CSE INC. IDENTITY PACKAGE

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INTEGRITY THAT BUILDS



CRANE

No matter the size of the project, we have the necessary equipment to complete your project with experience and ease.


- Hydraulic, truck, all-terrain, rough-terrain
- Crawlers
- 5 to 600 tons
- Engineered/Critical lifts
- State-of-the-art equipment and maintenance program
- NCCCO certified operators, riggers and signalmen
- Third party equipment certification program



ERECTING

Our services are as strong as the steel we work with, whether you're in need of a small warehouse or a large high rise.


- Structural steel
- Miscellaneous metals
- Precast concrete and tilt-ups
- Engineered deconstruction
- Revit, BIM, Costx, MS Project, AutoCad and Sage 300CRE



INDUSTRIAL

From mining and power to plant maintenance, the experienced team at CSE has been serving the industrial market for over 40 years.

- Plant maintenance and construction
- Outages/shutdowns
- Plant relocation
- Field fabrication
- Certified welding
- Single machine or entire line replacements
- Process Piping




RIGGING

Our rigging services boast some of the highest rated safety awards in the country.

- Nuclear components
- Boilers, kilns and industrial components
- MRI, Gamma knife and specialty medical equipment
- NASA rockets and spacecraft components
- CNC equipment
- Extrusion equipment
- And much more

COMMERCIALSTEELINC.COM



LET US DO THE HEAVY LIFTING FOR YOU.

With more than 40 years in the industry and hundreds of years of combined experience in our respective fields, companies across the commercial, industrial and institutional markets turn to CSE as a recognized leader.

We have one of the largest fleets of state-of-the-art cranes, gantries, jack and slide systems and heavy lifting equipment on the East Coast, positioning CSE to perform projects of any size. From initial consultation to job completion, our team collaborates with you to ensure success. Integrity is important to us at CSE and we value and honor the partnership with our clients. We have earned a reputation for expert project management, industry-leading safety levels, outstanding field supervision and delivering projects on time and on budget.

At CSE, we build structures that last, just like the foundation of integrity, quality and excellence our company was built on.

WE ARE:

TOP20

Steel erection contractors in the U.S.
Engineering-News Record

+

TOP50

Crane and heavy lifting in the U.S.
American Cranes and Transport

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INTEGRITY THAT BUILDS. STEEL THAT LASTS.

Steel and Pre-Cast Erection

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- AISC Advanced Certified Steel Erector
- Structural steel erection
- Structural precast erection
- Architectural precast erection
- Engineering and project management teams

"Luck is the random result of circumstances and situations void of directed influences. Luck had nothing to do with this accomplishment. It is the result of highly skilled and dedicated professionals working together safely to an expected and defined goal. Without these men and women and their amazing contributions to this endeavor, none of this would be possible."

— Babcock & Wilcox

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2

- 1 TRADE SHOW BANNER
- 2 SELL SHEETS