



Case Study

2010-2011



Sifly Fine Custom Homes
Charleston, South Carolina

www.siflyhomes.com

THE CLIENT: *Sifly Fine Custom Homes builds and remodels unique luxury residences in and around Charleston, SC and on the unspoiled resort islands of Kiawah and Seabrook. Sifly hand-crafts quality custom homes that reflect the personality, passion and lifestyle of his discriminating clients.*

THE CHALLENGE: No Corporate Branding. When Jay Sifly contacted SMS to design his new website, his 5 year old construction company had no brand identify. Sifly had no company logo, no brand colors, letterhead, brochures or signage. He wanted a brand image that would convey a feeling of that which is “bespoken.” The term bespoke in fashion is reserved for custom made, in women’s clothing, analogous to women’s haute couture.

THE SOLUTION: To the Sifly name, we added *Fine Custom Homes*. We created the logo with a rich chocolate brown with dark gold accents. The logo now provided Sifly with the identity of an upscale home builder

SMS WEBSITE: The website for Sifly Fine Custom Homes fulfills the client’s request that the “look and feel” of the website convey the “bespoken” concept. Created with content management software, the Sifly website has the flexibility to change images and web content without html programming. In addition to describing Sifly’s business practices, the 20 page website showcases a photo portfolio with four elegant residential homes and a section on Property Management.

SMS INDUSTRY EXPERT: SMS provided an industry expert to write the copy for the website. All content was optimized for maximum search engine results.

SMS DOWNLOAD vCARD, ONLINE BROCHURE, SECURE CLIENT LOGIN. On the Sifly website, SMS also added a downloadable vCard, an elegant online brochure and a secure client Login feature for posting updated project photos and construction documents.

SMS PRINT CAMPAIGN: Following with the same “bespoken” concept, SMS created two, full page, four color ads for Sifly Fine Custom Homes for *Charleston Style & Design*, a high profile builder showcase magazine.

Strategic Marketing Services of Charleston, South Carolina is the marketing, branding and communications company responsible for producing this print campaign and stunning website for Sifly Fine Custom Homes. **For your new website or next print campaign, give us a call.**

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