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CASE STUDY

BITCRUDE

Bitcrude approached CIPR to improve their overall web presence and online reputation before the release of their first major shipping announcement.



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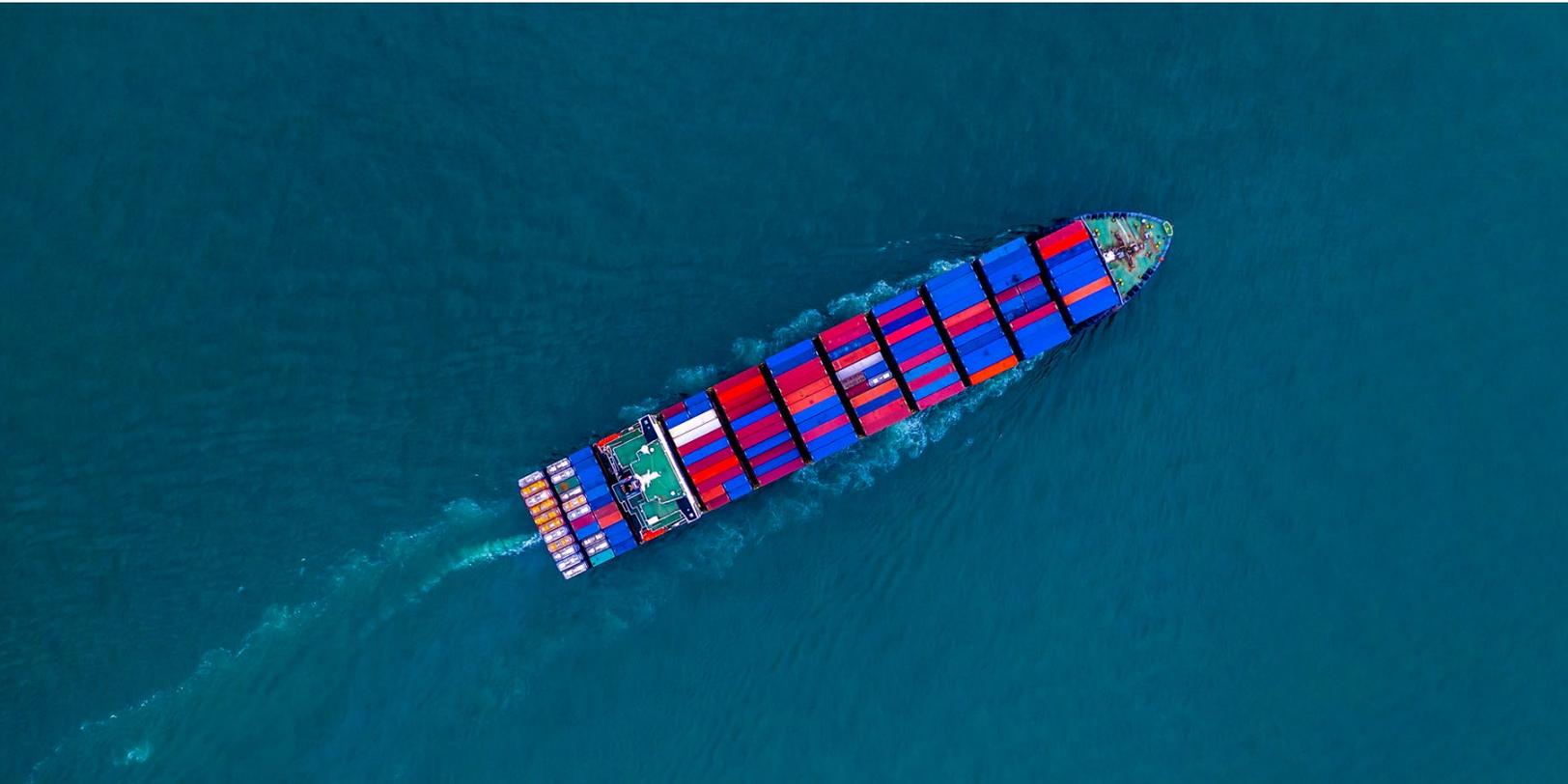
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BitCrude™

Bitcrude approached CIPR to improve their overall web presence and online reputation before the release of their first major shipping announcement. Bitcrude wanted a polished, professional website that could explain their innovative shipping technology and act as an information source and compliment to their partner, Melius Energy's, own website.

A dynamic, attractive, and easy-to-navigate website is the first step to ensuring a business is legitimate. Media will examine websites to understand a business and formulate their angle for a story. An attractive website can ensure online brand reputation management is successful.

CASE STUDY



CIPR STRATEGIC APPROACH

CIPR began with an in-depth audit of the previous client website. Through interactive mapping and workshopping CIPR was able to identify the most important content and the key calls to action for potential customers. The audit led to the creation of a simple site map and the organization of content through a detailed information architecture.

CIPR organized content and prioritized creating new graphics and sourcing images that could help to tell the brand's story. CIPR took an active role in writing and editing content to ensure it would resonate with the target audience.

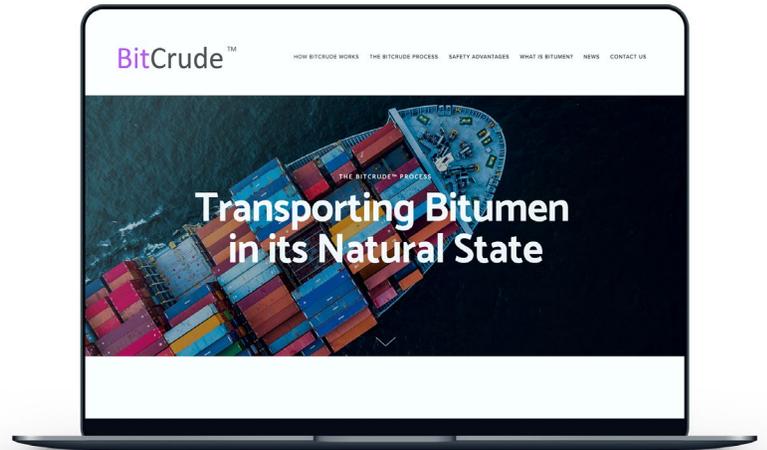
Based on client-needs, CIPR accelerated the development timeline. Website development took approximately 2-weeks.

CIPR TACTICS

Tactics that were instrumental in the campaign included:

- Content and Communications Audit
- Site Map and Information Architecture
- Website Development
- Content Creation, Direction, Editing
- Website Launch
- Website Training

CIPR TACTICAL RESULTS - OLD VS. NEW

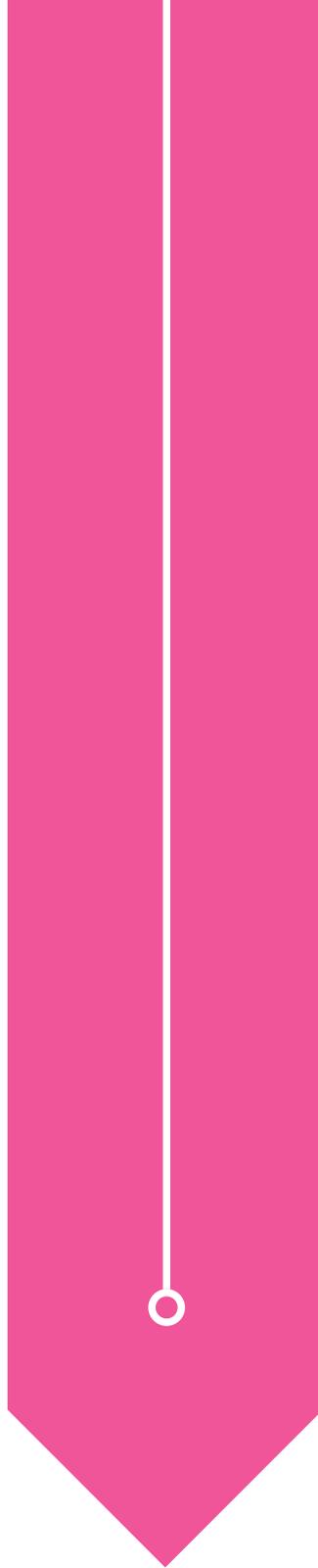




CIPR RECOMMENDATIONS

Looking forward CIPR would recommend the following digital marketing tactics to Bitcrude in order to ensure the continued success of its website as a reputation management tool:

- **Search Engine Optimization (SEO):** a rich content marketing strategy can ensure that Bitcrude maintains a high organic search ranking. Content developed for SEO can be leveraged on the business' social media accounts and in newsletters. All content they are creating for subscribers should be optimized for SEO.
- **Social Media Account Development:** It may be advantageous for Bitcrude to move forward by claiming its social media accounts online. This practice is advantageous for SEO but also can ensure that website content is further leveraged, and new audiences are reached. Social media is an excellent way to pull interested individuals to the website to find out more.



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