



CLIENT:

Manta Ray Consulting

After a successful initial project, Manta Ray Consulting approached A.wordsmith requested a full-scale website to share their message with their target audience.

Client Description

Manta Ray Consulting (MRC) is a specialized earned value management firm that provides defense, energy and large construction clients with quality, customized project management consulting. The founders of Manta Ray developed The Hammer, a software program used by the U.S. Department of Energy, Stanford Linear Accelerator Laboratory (SLAC), Brookhaven National Laboratory (BNL), Argonne National Laboratory (ANL), Fermi National Accelerator Laboratory (FNAL) and more.

Project Description

Manta Ray Consulting approached A.wordsmith for assistance in developing a landing page as well as print collateral to prepare for a trade show. Using a few basic guidelines from the Manta Ray Consulting brand, A.wordsmith designed a new suite of materials including the landing page and print assets comprised of a trifold brochure, branded canvas and retractable banners for their industry tradeshow booth. After the show, Manta Ray Consulting requested a full-scale website to share their message with their target audience. A.wordsmith managed the content creation, design and development of the website. In addition, they supported the creation of the video footage on the site by providing and consulting with partner Sproutbox Media on imagery and messaging.

Key Results

A.wordsmith crafted unique messaging that showcased the value provided by The Hammer and how the software helps CAMs, project managers and more unlock measurable results on large projects. A.wordsmith developed and designed the website to drive users to request a demo and get in touch with Manta Ray Consulting's team directly. A.wordsmith also created a FAQ that can be expanded on over time to highlight common questions and lift some of the burden of support from Manta Ray Consulting's team. View the site here: <http://www.mantarayconsulting.net/>.