

Case Study

S2W Media: Brand Transformation & Digital Ecosystem Rebuild

Brand	S2W Media
Scope	Brand Strategy, Repositioning, SEO, Content, CMS Migration, Website Production
Duration	6 months

The Challenge

S2W Media had a strong track record in B2B demand generation, but its brand no longer reflected the calibre of the work. The existing logo, a disconnected arrangement of dots, inadvertently signalled fragmentation at a company whose entire value proposition is connection: connecting brands to decision-makers, content to buyers, data to outcomes.

The visual identity, messaging, and digital infrastructure had all grown in separate directions. The website ran on a standalone WordPress CMS with no integration into the sales and marketing stack. Content lived in silos. There was no coherent buyer journey, no single repository for assets, and no clear articulation of what S2W Media actually stood for.

The brief: rebuild everything, from brand positioning to pixel, and make it work as one system.

The Approach

1. Repositioning and Messaging Architecture

Working directly with S2W's leadership, I developed a new positioning framework grounded in the three pillars that differentiate the business in market.

"Fuel B2B Demand with Precision and Integrity: empowering B2B Growth Marketers and Leaders to connect with decision-makers through resonant content, delivered precisely when it matters most in their buyer journey. Powered by the S2W Media Methodology: Data, Compliance, and Seamless Execution."

2. Visual Identity: From Disconnection to Connection

The rebrand replaced the dot-based marque with a logo that visually embodies the brand promise: lines, bridges, and nodes that connect people, brands, and opportunities. Every design decision was tied back to the positioning. The colour system, typography, and iconography were built to signal precision and authority without losing warmth.

3. Website: Built from Scratch, Not a Template

I directed the full website production end-to-end, conceiving the information architecture, writing the copy, briefing design, and managing development. No templates. Every section was structured to move a B2B buyer through

awareness, consideration, and intent, with the new messaging embedded at each stage.

4. CMS Migration: WordPress to HubSpot

I led the migration to HubSpot, integrating the CMS with CRM, marketing automation, and analytics, creating a unified system where content performance could be tracked from first impression through to closed revenue.

5. Content Hub: Company Knowledge Repository

A structured Content Hub was built within HubSpot to centralise S2W's IP: whitepapers, methodology guides, case studies, data reports, and thought leadership. This gave the sales team a single source of truth and gave marketing the infrastructure to run segmented nurture programmes at scale.

6. SEO and Content Strategy

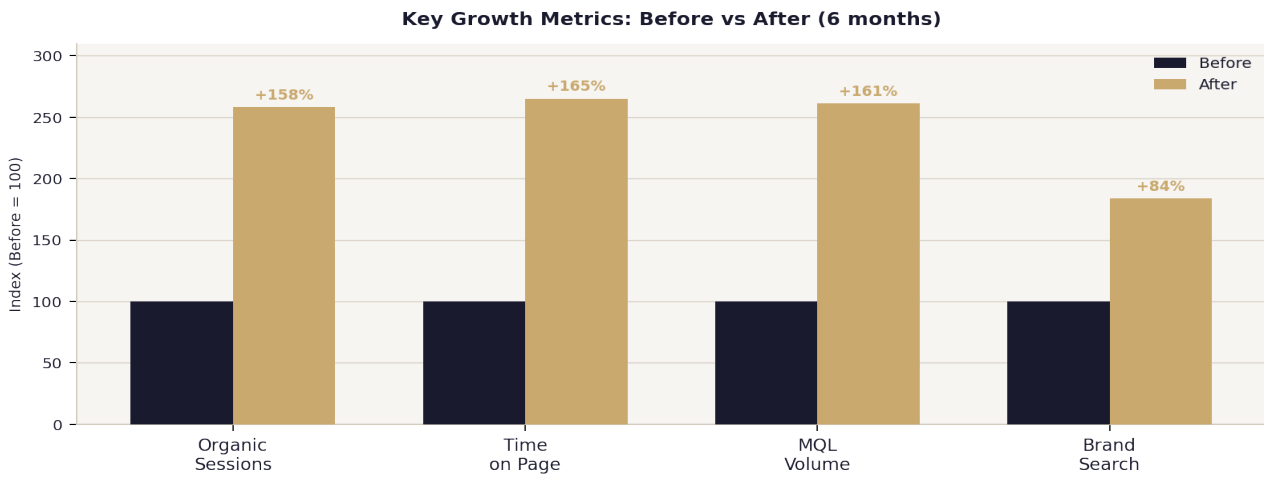
A full keyword and content gap audit informed a 90-day editorial roadmap targeting high-intent B2B buyer terms across the funnel, from brand awareness content on demand generation trends to bottom-funnel content on compliance and data in content syndication.

The Results

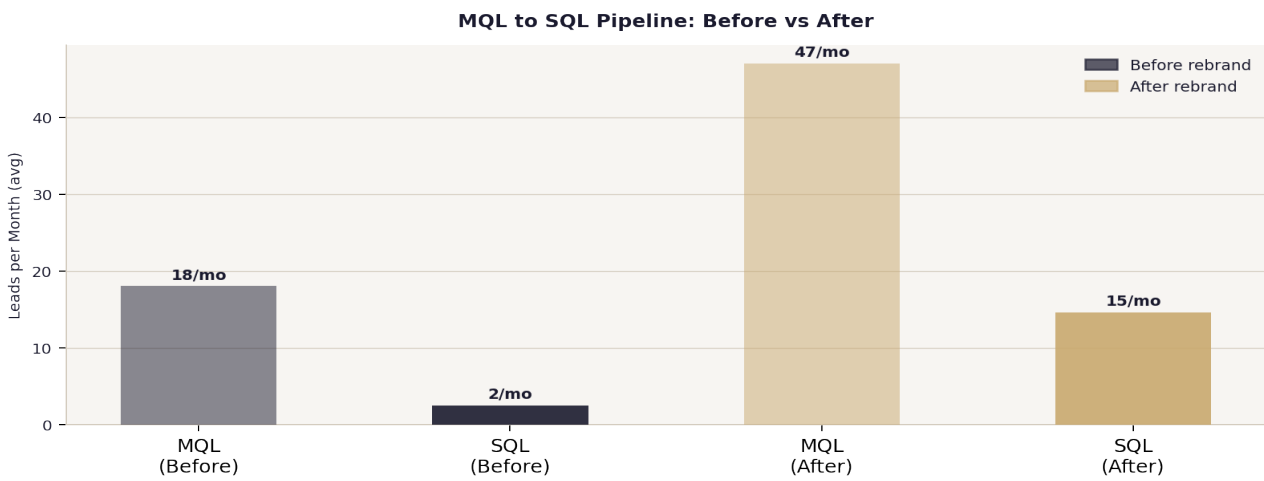
6-month period post-launch | Placeholder figures

Metric	Before	After	Change
Organic sessions (monthly avg)	~1,200	~3,100	+158%
Avg. time on page	0:58	2:34	+165%
Content Hub asset downloads	0	480+	New channel
MQL volume (monthly)	~18	~47	+161%
MQL to SQL conversion rate	14%	31%	+17pp
Brand search volume	Baseline	+84%	+84%
Bounce rate	72%	41%	-31pp

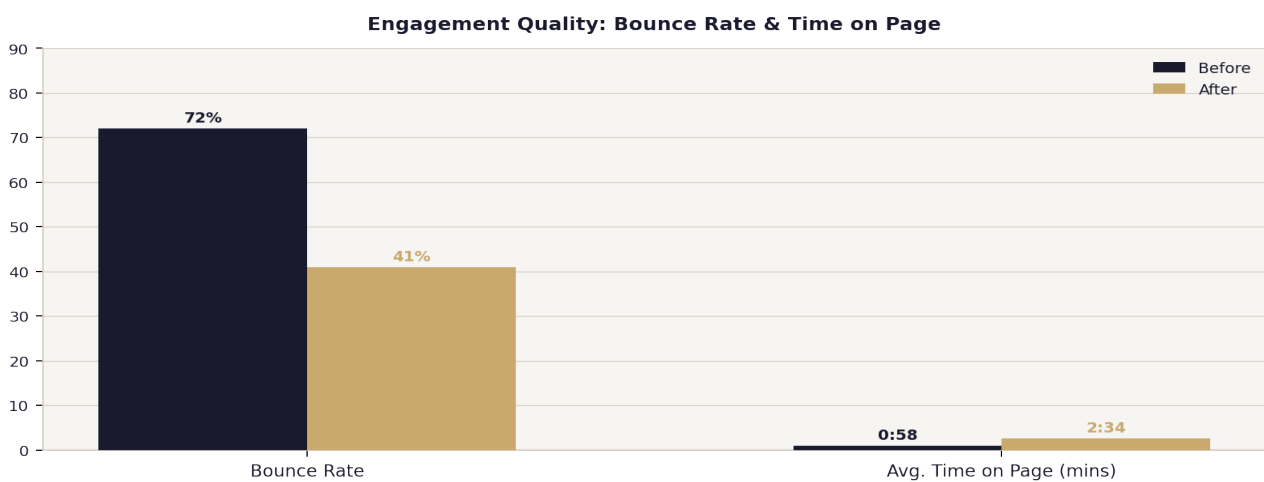
Growth Metrics at a Glance



Lead Pipeline Transformation



Engagement Quality



What Shifted

The numbers reflect something more fundamental: the business now has a brand that matches its ambition. Sales conversations start differently when prospects have already consumed three pieces of content before picking up the phone. The Content Hub moved S2W from a vendor position to a thought leadership position, and the MQL to SQL lift shows that leads arriving post-rebrand are better qualified, because the positioning is doing the filtering work upstream.

My Role

End-to-end strategic and creative direction: brand positioning, messaging architecture, logo concept direction, website production (built from scratch, no templates), copywriting, SEO strategy, CMS migration from WordPress to HubSpot, Content Hub architecture, and editorial roadmap.