

Situation

Founded in 2006 and headquartered in Kansas City, Veracity Consulting is a tech consulting team of problem-solvers and truth-tellers who deliver customized IT solutions for their customers—bridging the gap between business and technology. The company had flourished in recent years, growing to 150 team members and experiencing a 200-percent increase in revenue growth.

To take advantage of the momentum, founder and CEO Angela Hurt invested in a brand identity project with an outsourced marketing professional that included new visuals and a refreshed logo. However, the new messaging did not resonate internally with the team. Veracity decided to instead partner with Crux in April 2018 to polish and tighten the messaging, and to translate it into stronger business language that would resonate with both internal and external audiences.

Strategy

Crux helped Veracity grow into the strong brand and reputation they built in their 12 years, ensuring the messaging fit the company culture. The team established a robust, consistent marketing strategy that included a website refresh, monthly blogs, social media campaigns, PR hits, and marketing collateral to build and elevate Veracity’s brand in the business community.

While Veracity did not focus on a specific vertical industry, they often found themselves seeming too broad without having depth in a particular area. Crux was able to build out new content that showcased their level of knowledge and expertise in their various service lines, which resulted in greater local awareness and an increase in Web traffic.

“Our partnership with Crux has allowed us to grow this momentum while keeping our brand and messaging consistent as we move forward.”

Angela Hurt, Founder and CEO, Veracity Consulting

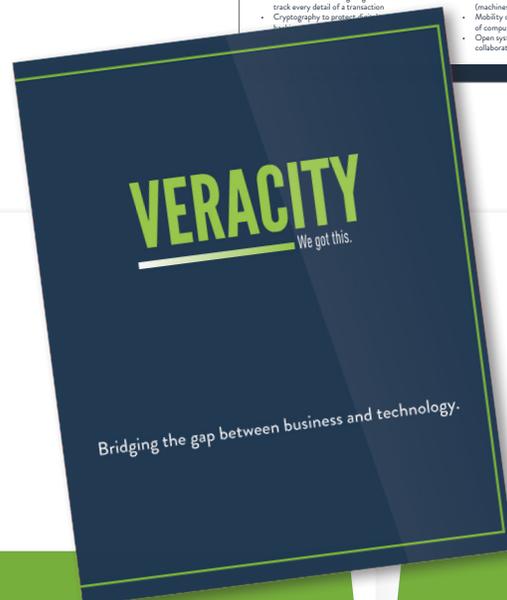
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Results

The new marketing has built awareness of the Veracity brand, increased SEO rankings, and strengthened the company's social media following by leveraging the network and civic involvement of employees and company leaders. Crux also continues to find creative ways to showcase Veracity's company culture, highlighting their familial camaraderie and commitment to transparency, productivity and community involvement.

In the nine months since engaging with Crux, Veracity has experienced tremendous growth. The company was selected as a Top 10 Small Business of the Year and was awarded the Diverse Small Business of the Year Award by the Greater Kansas City Chamber of Commerce, and was also honored with the Minority-Owned Business Award from the Kansas Department of Commerce in October. In response to client demand, the company also expanded service lines, welcomed new leadership hires and moved into a new two-story office in Overland Park.

"This has been a crazy – and also exhilarating – year for all of us!" said Hurt. "Keeping up with the company's growth has been challenging, but it's definitely a good problem to have. Our partnership with Crux has allowed us to grow this momentum while keeping our brand and messaging consistent as we move forward."

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