



A DIGITAL INK CASE STUDY

Indispensable Partnership Produces Exclusive Event

caster
communications, inc.
public relations + social media



The Client

Caster Communications is a full-service public relations, marketing, and social media agency focused on technology and lifestyle brands. Based in Rhode Island, the award-winning firm raises the profile of clients through strategic PR, company and product launches, social media marketing and support, and robust content creation.

The organization's small but mighty team has grown to more than a dozen over the past two decades. Caster shares industry know-how through courses in social media, public relations, and media outreach. Their work is driven by a commitment to help emerging and established clients succeed.

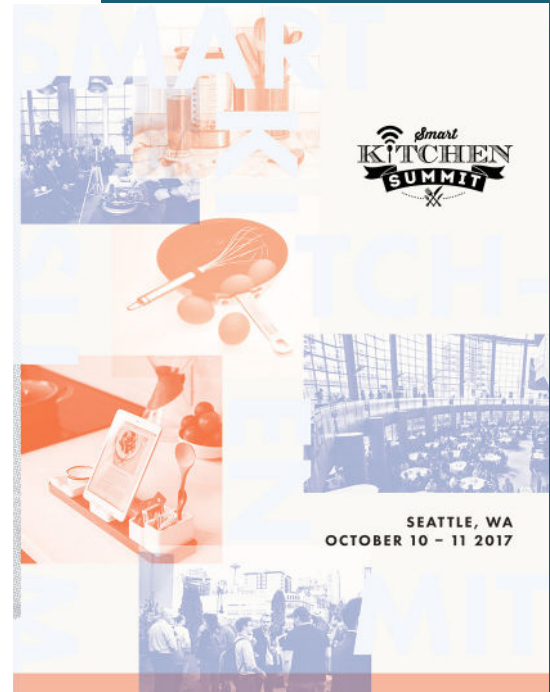
Project Highlights

- Reimagined company website highlights client successes to generate new business.
- Close working relationship enables Caster to offer clients expanded web and design services.
- Smart, nimble branding helped grow a rookie industry event into a can't-miss B2B conference.

The Challenge

When a major website overhaul did not progress as planned, Caster sought **Digital Ink's** help to complete the project quickly, troubleshoot, and get the redesigned site up and running. Caster's stable of leading-edge technology clients means the firm must project a tech-savvy online image to retain current business and generate new leads. Their site needs to reflect Caster's growth, specifically a more prominent and systematic approach to business development. New business presentations used to result in a scramble to compile past performance data. A revamped site has to include comprehensive case studies to better showcase Caster's expertise and client wins.

In addition to updating its web presence, Caster faced a major client branding challenge. The agency helped found the **Smart Kitchen Summit** in 2015 in conjunction with food tech news site **The Spoon** for technology companies, restaurateurs, appliance manufacturers, chefs, food producers, and others connected to innovation in food. Working hand in hand with the team at analyst firm NextMarket Insights, Caster needed to help build the event's identity and project a vision, look, and feel worthy of the high-powered executives and top companies invited to speak at, sponsor, and attend the summit.



“For what they produce, they always provide a really amazing value.”

ASHLEY DAIGNEAULT
VICE PRESIDENT,
CASTER COMMUNICATIONS

The Solution

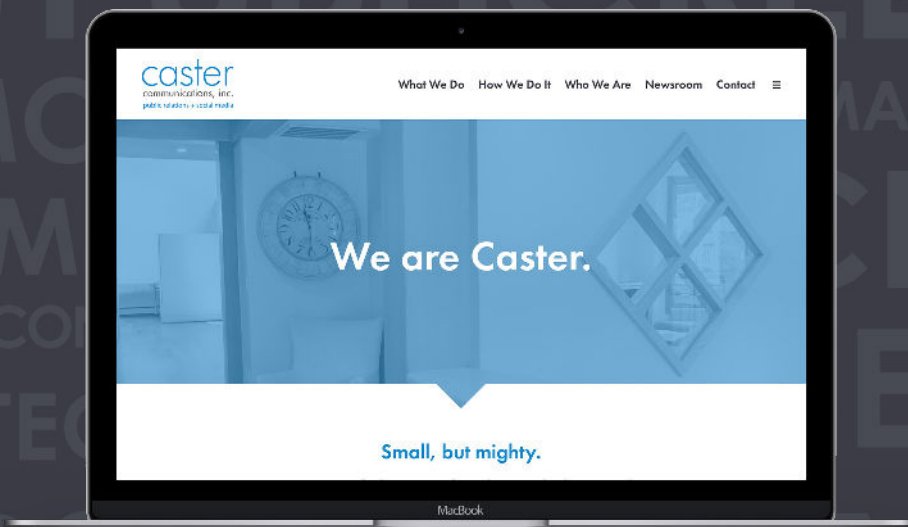
Digital Ink stepped in to finish Caster's previous website after the project had stalled. After that site's launch, Digital Ink continued to manage the site and keep it operating smoothly. Caster is now undergoing a website overhaul after the original project several years ago, and has once again tapped Digital Ink to help evolve their brand and showcase Caster's value for tech companies in B2B and B2C markets. This redesign encompasses important back end improvements based on Digital Ink's deep knowledge of and experience with Caster's online presence.

"The guys at Digital Ink are quick, responsive, super knowledgeable – generally the people who say 'yes' all the time. They dig in and get it done."

ASHLEY DAIGNEAULT
VICE PRESIDENT, CASTER COMMUNICATIONS

Caster Communications Marketing Support

- Website Design
- Website Management
- Event Branding
- Graphic Design
- Marketing Collateral Creation
- Email Marketing

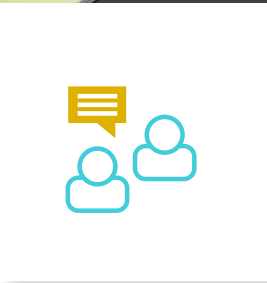
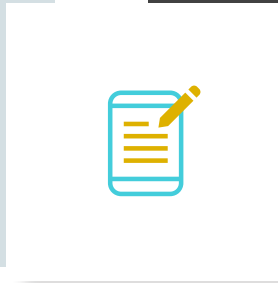
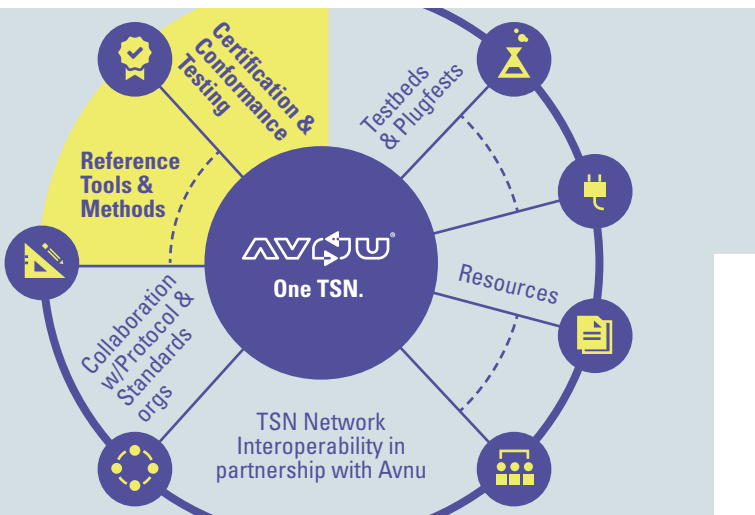


This positive working relationship between Caster and Digital Ink gradually expanded to additional projects, including a client newsletter. Caster sought Digital Ink's support creating digital and marketing deliverables for the agency's technology clients. Together, the two companies have supported Caster clients with website design and production, marketing collateral design, email marketing, branding, event design, and more. Critically, Digital Ink delivers quality work within the budgets of the startups, boutique firms, and nonprofit associations that Caster serves.

Caster turned to Digital Ink as a trusted design partner for one of its highest profile clients, the annual Smart Kitchen Summit, collaborating to conceptualize the look and feel of program booklets, signage, and other materials and bring digital elements to life. The event evolved each year, with Digital Ink providing guidance and institutional insight to keep the brand modern and relevant.

“We’ve come to rely on Digital Ink as almost an extension of Caster. We lean on them heavily for design and web development. They’re a resource for us as an agency and a resource for our clients.”

ASHLEY DAIGNEAULT
VICE PRESIDENT, CASTER COMMUNICATIONS

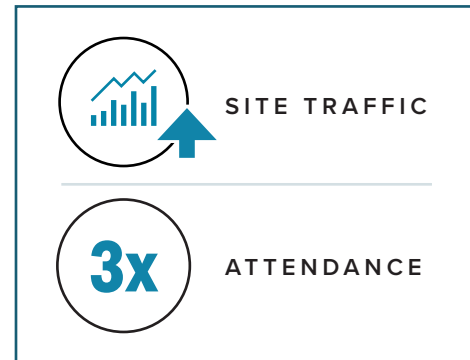


The Results

With Digital Ink acting as an extension of the Caster team, Caster has been able to broaden its scope of client services to website design and development, digital marketing, and graphic design.

One prominent example of this partnership is Digital Ink's support of Caster client the Smart Kitchen Summit. Since its inception, the Smart Kitchen Summit has grown into a premier networking opportunity where industry executives make deals, and multiplied to a series of international gatherings. Summit branding must convey a contemporary sensibility to an elite audience of food technology leaders, including the decision makers at Bosch, Campbell's, Nestle, and Samsung who attend. The can't-miss event has doubled or tripled attendance each year, with twice as many sponsors and speakers applying to participate.

Smart Kitchen Summit web traffic surged to levels that met Google News standards for a news organization. This status improved search results and caused summit page visits to explode to hundreds of thousands of views each month. And the growth shows no signs of slowing.



Learn More

Digital Ink is a graphic and web design and development firm dedicated to helping businesses and brands look their best online and in print. Creative, flexible, and responsive, Digital Ink is ready to collaborate.

To learn more about customized design or development support, contact Digital Ink today:

contact@dgtlnk.com