# Customer Story

## QorusDocs Website Revamp

QorusDocs, a proposal management software company, had recently completed a brand refresh and sought to make their website and internal messaging match to present a solid, unified brand.

To reflect their new branding and revitalize their marketing content, QorusDocs engaged EMM to develop a messaging framework that would ensure consistent, branded messaging, an industry and persona guide to support sales teams, and 39 pages of website content to update their digital presence.

Company:
**QorusDocs**

Industry:
**Technology**

Size:
**Mid-Market**

Product or service:
**Proposal Management Software**

Deliverables:
**Website content**
**Messaging Framework**
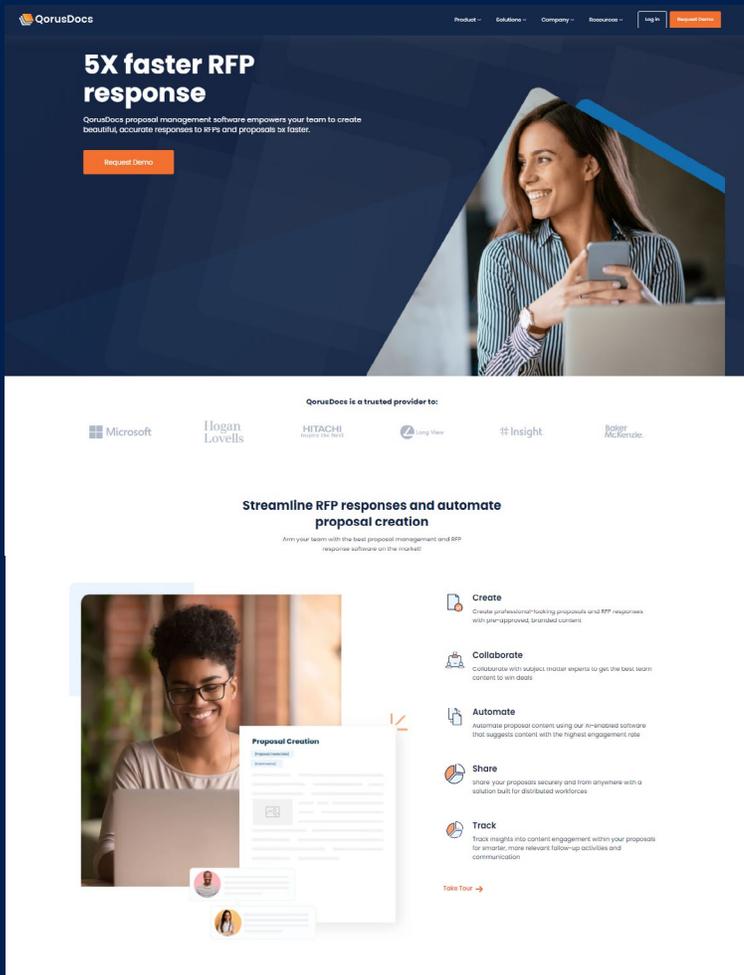**Industry & Persona Guide**

**Visit the Website**

# New Digs!

## QorusDocs gets a website upgrade

Featuring 39 pages of copy and a revamped design and navigation, the new website targets each of QorusDocs' 6 core audiences.

The EMM team carefully crafted messaging that would capture each target persona's imagination, embedding strategic keywords to position the website higher in search engine results.

We also created a backend system on Microsoft Teams to acheive greater control, ensuring a successful and worry-free launch.
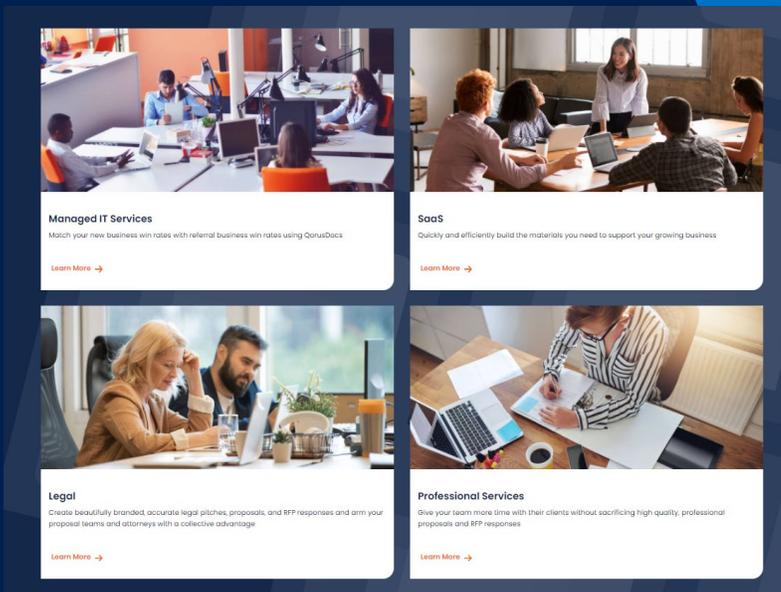
**Visit the Website**

# Nailing the message.

## Creating the framework for a new content strategy.

Messaging frameworks include everything from the value proposition and unique benefits to product-specific terminology and audience pain points.

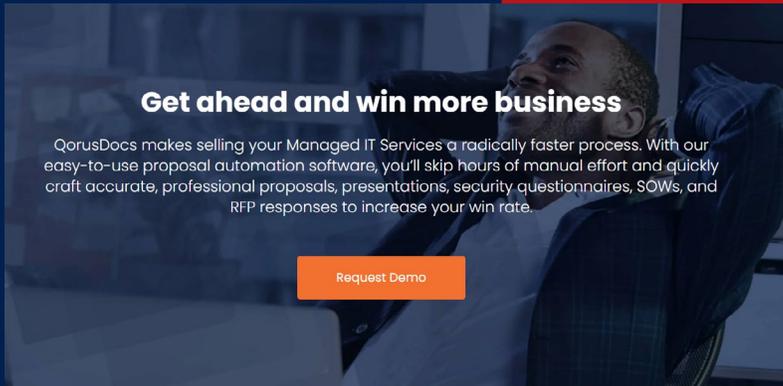Establishing this solid foundation set a direction for future deliverables.

The new content strategy is used daily to guide strategic social campaigns, create targeted sales collateral, and help the sales team navigate prospect conversations.

# Break it down.

## Industry & Persona Guide

To create a 360 degree view of QorusDocs' best prospects, EMM drafted a comprehensive document identifying the nuances and buying behaviors associated with each of QorusDocs' primary industries. We identified primary job roles, key issues and needs, along with day to day challenges within those roles that QorusDocs could solve.

### Get ahead and win more business

QorusDocs makes selling your Managed IT Services a radically faster process. With our easy-to-use proposal automation software, you'll skip hours of manual effort and quickly craft accurate, professional proposals, presentations, security questionnaires, SOWs, and RFP responses to increase your win rate.

Request Demo

**INDUSTRY**

**Managed IT Services**
A trusted proposal automation solution for Managed IT Services providers.

**SaaS**
Optimized proposal creation and detailed data insights for SaaS providers.

**Legal**
Law Firms win more business with QorusDocs proposal management.

**Professional Services**
Customize RFP responses and proposals to the unique needs of the client.

**Is it time to revamp your messaging strategy? Start with a well written messaging framework or a website analysis.**

Contact Matt to see how Extra Mile Marketing can help!

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