

Innovative Foto

Case Study

Client: Innovative FOTO

Industry: Entertainment / Attractions

Location: Nationwide

Overview:

Signal Drift split the story between the physical booth experience and digital presence—creating **Brand Identity Fog** around the *partner value* (tech + revenue share + advantage).



The Fix

Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Defined what B2B buyers need fast: partnership value, proof, and product clarity.
- **Distill:** Rebuilt the site structure + copy to lead with differentiators and partner economics.
- **Amplify:** SEO foundation + modern visuals/video + social proof integration.

The Outcomes

- Clearer partner pitch and faster trust
- Stronger alignment between real-world experience and digital story
- Improved search visibility and demand capture
- Website functions as a B2B sales asset

The Work

Web Design, UX, WordPress, Copy, Video, SEO