

BizBone

Case Study

Client: BizBone

Industry: B2B Software (Gov / Bid-Driven Contractors)

Location: Nationwide

Overview:

Signal Drift fractured the story across sales, marketing, and customer communication, creating **Brand Identity Fog** that slowed First-Contact Credibility.



The Fix

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

- **Dig:** Ran a Brand Read to diagnose where the story was breaking and why teams were sending mixed signals across channels.
- **Distill:** Chose lanes of expertise, locked pillars, defined Value DNA, and built a Presence system aligned to one outcome: First-Contact Credibility.
- **Amplify:** Applied the brand pieces across the real surfaces that matter: sales decks, LinkedIn company + personal profiles, and website language

The Outcomes

- Clearer “what it is / why it matters”
- One consistent story across sales, marketing, and customer-facing touchpoints
- Less explaining on calls and in decks
- Stronger credibility opportunity across LinkedIn and the website

The Work

Brand Read, Positioning + Messaging System (Lanes, Pillars, Value, Presence),
Sales Deck Direction, LinkedIn Direction, Website Language