




**Wensel's
Service Centers**

 **AUTO CARE
SERVICE CENTERS**

 **ROADSIDE
SERVICES & TOWING**

 **FLEET
TRUCK REPAIR**

- 1 Rd**
Responsive Design
- 2 Ms**
Multifarious Site
- 3 Nd**
Neoteric Design
- 4 Sm**
Smart Marketing

The Plan

Wensel's Service Centers has selected AddisonTech as a trusted advisor for many years. They decided it was time to modernize their site after 4 years and take advantage of some changes that had been happening in their company. They had 4 requirements:

1 Rd Responsive Design

The new site needed to be geared towards multiple devices to maximize SEO and customer experience when obtaining location information on a cell phone.

3 Nd Neoteric Design

Wensel's Service Centers has state-of-the-art equipment and machines at all of their locations. It was necessary to have a site that portrayed a similar modern feel.

2 Ms Multifarious Site

Wensel's Service Centers services vary by division and so does their average customer. To accommodate, we created three independent sites grouped by a corporate landing page.

4 Sm Smart Marketing

The launch of a new site allowed for a revamped digital marketing campaign. This smarter program leveraged new & more effective Social Media and Search Engine Optimization strategies.

The Result

Wensel's Service Centers has a new web initiative that is described by their customers as modern and user friendly. On any device, a user can easily navigate appropriate sections to find relevant information. Customers on every social media platform have the opportunity to interact and learn more about the *Wensel's Service Center Brand*.

