



Testimonial

"The website, brand ID and print collateral you have developed for our practice surpassed our expectations. We highly appreciate the continuous efforts, dedication, resourcefulness, creativity and professionalism that you provided throughout and after the completion of the project.."

- Dr. Raymond Abdo
President and CEO

St. Louis Foot & Ankle

Web2Creative implemented a turnkey solution to design and develop a new brand ID, stationary, print collateral, a custom website, promotional materials and SEM campaigns.

COMPANY PROFILE

St. Louis Foot & Ankle is an independent podiatry practice striving to provide the best patient care and satisfaction.



CHALLENGES

St. Louis Foot & Ankle was looking to have a website developed that would give our practice an elegant and contemporary look as well as good usability and accessibility features. The site also needed to be a useful resource to our patients and include information on conditions and treatments, patient forms, contact forms, as well as an online store where patients can conveniently obtain medical products.

SOLUTIONS

Web2Creative took a turnkey approach to allow the practice to uninterruptedly continue its business. We developed a plan that lead us to develop-



ment of new Brand ID, photography, detailed content research, writing and image acquisition. The creative included logo and stationery design, web design and ads design. The development covered content research and writing, product research and creation, and the web site implementation. The Website was developed on Adobe Business Catalyst platform offering content management and customer relation database along many other useful online business tools. We utilized web apps, eCommerce, announcements, literatures, campaigns, and web forms.

RESULTS

The implementation was a huge success. St. Louis Foot & Ankle was very happy to have received the entire solution with minimum involvement. Web2Creative continues to maintain the website and provide marketing services to the practice.

Services provided

- ▶ Content Development
- ▶ Logo Design
- ▶ Brand ID Design
- ▶ Web Design
- ▶ Web Development
- ▶ SEM Campaign Development
- ▶ SEM Campaign Management