



CASE STUDY

Freelance Marketing

RANDOLPH COUNTY CHAMBER & DEVELOPMENT AUTHORITY



AT A GLANCE

Support Model

- Freelance marketing
- 3-month timeline
- Flat project fee

Challenges

- Outdated branding
- Single-member staff
- Limited funds
- Antiquated web presence

Opportunities

- Supportive community
- Teachable leadership
- Photography resources
- Creative freedom

ENVIRONMENTAL SCAN

Randolph County is a rural agricultural community in Georgia's southwest corner. As a combined Chamber of Commerce and Economic Development Authority, the client's aim was to design a dual tourism and industry recruitment marketing presence. With a intentional focus on building and maintaining a high-quality, professional, and community-minded reputation, the Chamber and EDA sought a recognizable brand identity and a resulting polished and highly functional new website.

PRIMARY DELIVERABLES

- New Brand Suite
- Style Guide
- New Website
- Website Management Training

KEY OUTCOMES

New Brand

The "Grow Randolph" brand includes two horizontal logos, two circular logos, two wordmarks, and three embellishments.

New Website

The new 20-page website includes a member directory, job listings, event calendar, and property search.

Style Guide

A comprehensive Style Guide lays the foundation for brand consistency, including approved logos, fonts and colors.

