



# VESTA Modular

Thinking Beyond the Box



Housing



Office



Education



Specialty



Modular Construction

## Turnkey Modular Solutions

VESTA Modular ("VESTA") offers modular buildings for sale or lease as well as turnkey services across North America. VESTA targets customers who demand a higher standard of service and better quality modular building. With its partners, VESTA offers turn-key, short and long-term solutions for workforce housing, office, education, storage, and operations with an emphasis on quality, comfort, and safety for customers. The Company offers leasing, financing, and purchase options to meet customers' specialized needs.



PURCHASE



LEASE



OWNERS REPRESENTATIVES

## Marketing Piece: Website

**Entry Name:** VESTA Modular Website

**Entrant:** Vesta Modular

**Specific Medium Used:** Internet

**Website:** www.VestaModular.com

**Target Audience:** Existing & prospective clients interested in the benefits offered by high quality modular

**Methodology:** Developed with the knowledge & expertise of industry veterans to deliver educational content

**Message to be Communicated:** Modular is just another method of construction- offering the same space solutions in less time

**Distribution:** Integrated internet marketing campaigns, including social media announcements, blog and email blasts

**Entry Objective:** Our goal was to continue to promote the fact that Modular Construction is simply another method of construction – offering customers the same high quality building options, only faster. We envisioned a website that would provide both current and prospective clients with useful information on innovative short and long-term space solutions while using moving video to show how modular comes together to build traditional commercial buildings. We wanted a website with a fresh new look and user-friendly navigation. It was important to provide browsers with the opportunity to interact by requesting additional information or quotes directly from the site. Visitors can also visit our News section for regular updates on company announcements & press releases, upcoming projects, and more. Let VESTA be your turnkey modular provider.

**Effect on Sales, Visits, Inquiries:** Total page visits on our Social Media sites increased by 250% since our website launch. The week of our social media marketing campaign to announce the new site, the number of people engaged on our Facebook posts spiked by 1,166.7% while our weekly total for people reached increased by 2,981.8%.