

Case Study – Dentons

eDynamic delivered an industry leading site that engages audience and communicates the value proposition of the brand.

eDynamic created a website for a combination of three leading law firms SNR Denton, Salans and Fraser Milner Casgrain. eDynamic was engaged to deliver a website that positions the new firm as an industry leader.

Requirements:

The requirement was to deliver new websites for Dentons in the US, UK, Middle East and Africa, Europe, Asia and Canada using a CMS platform. They wanted to build a robust and scalable content architecture with content migrated from all three legacy sources. Realizing the huge amount of potential website traffic, the client was determined to build an engaging user experience driven site.

The major business requirements were:

- To provide best in-class user experience
- Showcase a new, consolidated brand identity
- Create the right perception amongst user base
- Showcase thought leadership
- Attract the brightest talent

Solutions:

eDynamic recommended Sitecore CMS for Denton's requirement of a public-facing website. Our focus was not just to deliver a new website but develop a market-leading CMS capability. We developed a Sitecore based solution that enabled marketers to manage the experience and content. eDynamic ensured that all client expectations were managed throughout their transformation journey.

Benefits:

eDynamic developed seamless, user friendly website for Dentons. The team went above and beyond to do the necessary research and ideation to ensure that all the business goals were successfully met.

- The digital platform enabled business growth and helped to attract quality personnel
- Empowered the business support staff to easily create and publish content across digital channels
- Optimized the firm's external find-ability and visibility
- Enabled audience to quickly find and easily consume relevant content on the website
- Provided personalized experiences that aligned content with contact needs
- Enabled multi-channel online campaigns to encourage an ongoing dialog with the firm's target audience
- Enabled social media to cultivate and maintain relationships with audience
- Seamless integration with the firm's internal and external technology platforms