



MixOnSite is a nationwide contractor whose mission is to provide customers with cost effective, innovative solutions to tough geotechnical and underground construction challenges and whose Cellular Division specializes in lightweight foam concrete solutions for annular space grouting, tunnel backfill, load reducing fills or abandonment and void filling. To increase their online credibility and to more effectively promote their products & services, MixOnSite hired AdEasel to enhance the company's brand & positioning strategy by developing a new website with integrated management & marketing tools and by creating newly branded sales assets.



MixOnSite.com

Providing Nationwide Service and Cost Effective Solutions to Construction Challenges



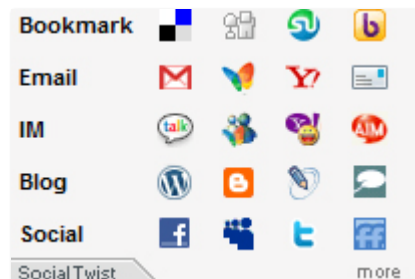
As a result of the various projects that MixOnSite has worked on over the years and the range of services that they provide, AdEasel had access to a number of quality photographs which were integrated into the website in a series of main and internal banners. The dynamic images cycle through MixOnSite's main service scope for cellular and geotechnical services giving the user visual confirmation of MixOnSite's capabilities.

Geofill & Product Banners



To increase online visibility and to educate online users AdEasel developed several product banners for both Cellular and Geotechnical service divisions. The dynamic banners showcase featured products from MixOnSite's branded line of lightweight foam concrete called Geofill and their geotechnical products including Atlas resistance piers.

Social Sharing Tools



Providing users with online sharing and social media tools is one of the best ways to promote your business and its services. AdEasel has integrated these tools into MixOnSite's new website which will allow online users to bookmark, email, IM, Blog, or share individual site pages and information with friends & colleagues, positioning them for online growth.

Branded Sales Assets



As part of the new marketing effort to promote MixOnSite's products & services, AdEasel developed freshly branded sales assets including a 60-page sales binder to showcase everything from products & applications to case studies & project resources. These assets now fit seamlessly into the marketing mix and maintain consistency across platforms.

Download additional case studies and learn more about our agency online at AdEasel.com.