

# Case study | Website mina app



# Creating an online presence for a new app

## mina app

A mobile device application designed to complement today's drainage & pipeline inspection engineer.

Developed to enhance the pipeline survey experience for both engineers and customers alike.

## Challenge

A newly started company with a fresh brand identity in need of an online presence to match their ambitious plans for expansion into the app market.



# A scalable app enabled WordPress CMS

## Solution

Creation of a WordPress site including aimed at the app market with blog capabilities in order provide a self-service option.

## Result

A striking site that reflects the company brand delivered against a short timeline with changes required right before launch. Plans for future refinements are already underway.



*“The guys at virtualROI were incredibly helpful and provided great guidance and advice. We needed a site that really looked sophisticated and suitable for the app market without having an unreasonable price tag. The VROI team delivered just that. We could not have delivered the site on time for the launch event without their expertise and quick response times.*

Ben Gane

Marketing Manager

[www.mina.app](http://www.mina.app)



# Who are we?

## B2B digital marketing agency

A team of marketing professionals based in the UK helping IT/Technology clients solve their challenges within digital marketing.

- Founded in 2008 by 3 Directors
- Collectively over 30 years of agency and client side B2B marketing experience
- Advocators of best practice
- Trusted advisor relationships
- Seamless extension to your marketing department
- A knowledgebase to be tapped into as and when required
- Members of IDM/DMA



# What we do for organisations like yours

## Business to business digital marketing



STRUGGLING TO GET TO GRIPS  
WITH EMAIL MARKETING  
**EMAIL**



GET YOUR DIGITAL MARKETING  
OFF TO A FLYING START  
**DATA**



FAST TRACK YOUR SUCCESS  
WITH AN OPTIMISED DESIGN  
**DESIGN**



NEED A PIPE FULL OF LEADS  
FROM ACROSS THE BOARD  
**TELEMARKETING**



LOOKING FOR A PLATFORM  
WITH ELEVATED PERFORMANCE  
**TECHNOLOGY**



CONNECT WITH PEOPLE  
WHEREVER THEY ARE  
**SOCIAL**



CREATE WEB PAGES  
THAT ARE SEEN FROM A FAR  
**WEB**



EVERYTHING FLOWS FASTER  
WHEN YOU WORK AS A TEAM  
**CONSULTANCY**



# Let us help you with your challenges

W: [www.virtualroi.com](http://www.virtualroi.com)

E: [info@virtualroi.com](mailto:info@virtualroi.com)

T: +44 (0) 800 242 52 82

