

LGM SOIL AMENDMENTS GROWS BUSINESS THROUGH WEBSITE & BRAND REVITALIZATION

ABOUT SMJ INC (DBA LGM COMPANY). Located in South El Monte, California, LGM Soil Amendments is a family-owned business that produces a variety of soil options for commercial and gardening use. LGM's soil is used for conditioning, ground cover, and to retain moisture - all of which extends the soil's life cycle. LGM soil options are carefully formulated by soil scientists and do not contain pesticides, artificial agents, or green waste. Founded in 1946, LGM has been an industry leader in soil amendments - supplying individuals and companies with the products they need. LGM's 6 employees use their founder's knowledge, expertise, and passion for soil amendments to fuel their current operations.

THE CHALLENGE. LGM required skilled guidance in defining their position, achieving a competitive advantage, and establishing a unique value proposition in their marketplace. In June 2020, they sought to modernize their brand while still retaining linkages to their 1946 roots. In addition, they looked to increase their new user (organic) search rankings, expand reseller opportunities, and improve their website in order to educate consumers and retailers. For help, LGM turned to CMTC, part of the MEP National Network™.

MEP CENTER'S ROLE. CMTC provided website design and development services, with the goal of creating one consistent layout, a user-friendly navigation structure, and a fully responsive design optimized for any device. CMTC's consultant linked LGM's existing social media accounts as well as their reference accounts, such as partner logos and memberships, to help improve the user experience on the website.

In addition to website design and development, photography services were utilized to capture staff, executive, and product photos. CMTC's consultant also led a complete rebranding, making sure to retain LGM's 1946 roots in the design concepts that were created. Other marketing services were delivered by demonstrating the advantages of an integrated CRM system and offering specific recommendations regarding sell sheet content and layout for various markets.

"CMTC was very helpful putting us in contact with the services we needed. They went above and beyond our expectations."

-John Kenneth Walters, President

RESULTS



10-15% estimated sales increase



2 jobs created



5% cost reduction due to improved processes



\$250,000 invested in new equipment



\$50,000 in new investment in new products

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