

BRANDx Framework

Real World Case Study: Commercial HVAC Company

Emitsun Solutions: From Inconsistent Presence to Industry Authority

Why Does This Matter for Your Business?

In today's market, being great is not enough. You can have the best product, the most reliable service, and the happiest clients — but if your market doesn't see you, you're invisible to new opportunities.

This guide will show you how one ambitious company went from having a quiet, inconsistent social media presence to becoming one of the most admired brands in their industry — and how you can apply the same principles.

Before Working With Us:

Emitsun Solutions was already a respected name in the HVAC sector, serving major corporations and government clients with large-scale projects. They had the expertise, the track record, and a visionary founder whose motto — *"Let's grow together"* — was more than words; it was how they operated.

Despite serving major corporations and government clients, Emitsun's social media told only 10% of their story.

- Their social media platforms were updated irregularly, with no clear strategy for what to post or when.
- The content that did go out didn't capture the scale of their work or the values they stood for.
- Their audience was mostly limited to existing contacts — people who already knew them.
- The CEO, while highly respected in the industry, had no visible online persona. His expertise, leadership, and vision weren't being shared where potential partners and clients could see them. We positioned him as a thought leader

through strategic content, giving the company a trusted face that prospects could connect with.

In short: they were invisible to the wider market — and missing out on opportunities.

Ripple Effects on the Business:

This lack of a strong, consistent digital presence had bigger consequences:

- Missed credibility opportunities – Potential clients didn't see the full scope of what Emitsun could do.
- Reduced inbound demand – Projects and expertise weren't showcased to the right audience.
- Weaker brand authority – Industry peers weren't seeing their leadership or innovation.
- Lower engagement – Online content failed to connect with prospects emotionally.

It was like having a world-class showroom hidden down an unmarked alley.

After Working With Us — The BRANDx Transformation:

We applied our proven BRANDx Framework — a 4-phase methodology, designed for visibility, credibility, and audience engagement.

1. Positioning & Story Development [Digital Authority Set-up]

- We worked closely with the CEO to craft a brand positioning that captured the company's vision, values.
- This wasn't just about a tagline — it was about making sure every piece of communication told the right story.
- Designed their visual assets and social media branding & grids & themes.
- Designed campaigns around their brand. Given title to the Year 2025 (#Bold&Beyond)

2. **Platform Optimization**

- We audited and upgraded every social platform. From profile images and banners to bios and contact info, everything was brought into alignment with the new brand direction.

3. **Branded Content System**

- We developed a 90-day content calendar designed to build authority, show empathy, and encourage sales conversations — all without feeling like “sales pitches.”
- We created branded templates, visual themes, and a mix of formats: project showcases, behind-the-scenes updates, educational posts, and thought leadership.
- Content included a perfect mix of authority, empathy, thought leadership and sales related content.
- We positioned the CEO as a thought leader through strategic content, giving the company a trusted face that prospects could connect with. We introduced video content, insights, and leadership commentary, making the brand more relatable and authoritative.

4. **The Results (Influence & Community Amplification)**

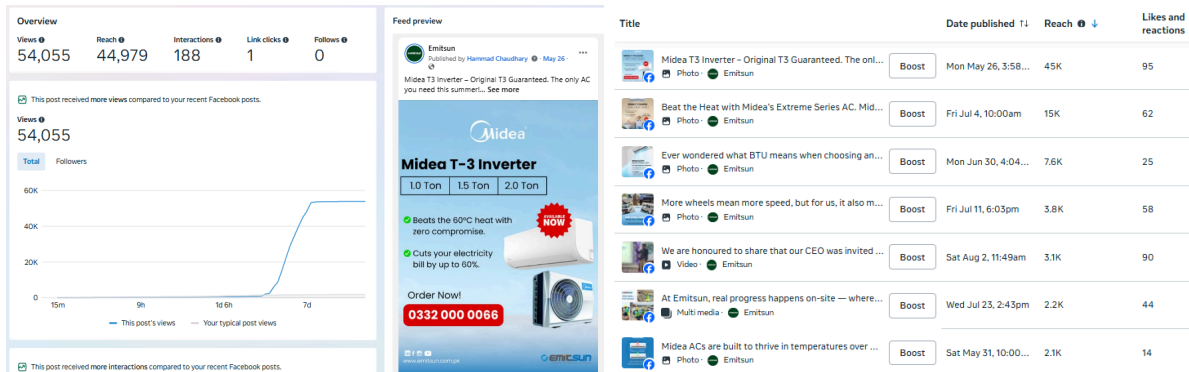
The transformation was visible in months:

- Gained 10,000+ new followers across platforms.
- Doubled organic reach month-over-month.
- Produced a viral post with 54,000+ views, generating inquiries from regions that had never been active before.
- The company’s social presence became an industry talking point, admired for its consistency and impact.
- Prospects began approaching them with recognition — “We’ve been following your updates.”
- The strategic shift from O&M to Installation & Equipment Delivery was now clear and understood by the market.

What changed wasn't just the metrics

– it was the way the company was *perceived*. They went from having a quiet digital presence to being seen as a leader worth watching.

Organic Growth On One Platform



Old Branding Vs New Branding



What This Means for You?

If your business is doing great work but isn't showing it effectively online, you're leaving opportunities on the table.

The BRANDx Framework can help you:

- Establish your authority in the industry.
- Create content that builds trust and drives interest.
- Make your impact visible beyond your current network.

BRANDx helps your business stand out in your industry, establish credibility, and engage your audience consistently — so that when opportunities arise, you're the brand they trust and remember.

Next Steps You Can Consider:

- If you want to see how you can self-implement BRANDx Framework in your business. Check [90 Days to Make Your Brand Impossible to Ignore](#).
- If you want to implement and transform your social media presence using BRANDx Framework like we did for Emitsun, share your interest. [Schedule Your BRANDx Strategy Session](#)
