

# Wakefly Website Redesign for Blue Sky Biotech Enhances Brand Recognition and Lead Generation

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*Wakefly's redesign seeks to unify the company's web collateral and improve lead generation with the launch of a new product line.*

WESTBOROUGH, MA – Wakefly, a leading innovative, award-winning web development and online marketing firm, today announced the firm's successful redesign and development of Blue Sky Biotech, Inc.'s website. The redesign, launched with Kentico CMS for ASP.NET, elevates Blue Sky Biotech's brand and unifies the design of the company's Web properties. Performed alongside the launch of Blue Sky Biotech's new product line suite, the site will improve lead generation for the biotech firm.

Blue Sky Biotech is a Contract Research Organization (CRO) in the pharmaceutical Research and Development market. A trusted partner to nine of Fortune's Top 10 Pharmaceutical Companies, Blue Sky is proud of its proven track record with industry leaders.

“We sought to get visitors the information they need as quickly as possible, while raising the recognition of our brand name,” said Douglas Demian, Director of Operations at Blue Sky. “To accomplish this, we worked with Wakefly to determine optimal site paths and decided on a unified theme for all of our web pages. Wakefly did a great job of guiding us through this process and incorporating the considerations into the site design and architecture.”

To help Blue Sky accomplish its goals, Wakefly worked with the company on the redesign, considering information architecture and intended visitor clicks through the site. This strategy was coordinated with the goal of lead generation, as determining where visitors go and the calls-to-action to which they respond ultimately determine the lead generation effectiveness. Finally, to make sure the content is flexible and can be easily updated, Wakefly developed the Decision Resources website on the Kentico content management system (CMS).

“We implemented Kentico CMS with Blue Sky to ensure the company could communicate the value of its services more efficiently and effectively to leading pharmaceutical firms, said Jon Baer, President of Wakefly. “By unifying the theme of the company's web properties, its brand name is enhanced, leading to more quality leads generated by the site.”

## **About Blue Sky**

Blue Sky Biotech, Inc. aims to reduce labor-intensive tasks for scientists so they can focus on key experiments, novel theory exploration and other better uses of their time. Blue Sky is synonymous with productivity in the early discovery biology processes known as genetic cloning, recombinant protein expression and laboratory-scale fermentation (scale-up bioprocessing). Blue Sky improves the efficiency of the drug

discovery process, contributing to a longer, healthier lifespan for humankind. You can learn more about Blue Sky at [www.blueskybiotech.com](http://www.blueskybiotech.com).

### **About Wakefly**

Wakefly is an innovative web development and online marketing firm specializing in the lead generation and conversion tools that will deliver a high return on investment. We offer a proven tactical process to optimize your marketing initiatives across both online and offline channels. Our expert team, with diverse backgrounds in marketing, technology, and creative, has the combined experience that makes marketing easy. We are committed to delivering high-value leads and measurable ROI. For more information, please visit <http://www.wakefly.com> or call +1 (508) 616-2042.