

Website & Marketing Partners

Recommended vendors for
Steelcase Authorized Dealers

Steelcase®



Choosing the right partner to grow your brand is key. That's why Steelcase recommends these trusted partners to assist you, whether you're looking for DealerWeb updates or a brand refresh.



Hiring a Partner

Here are a few items to consider when selecting a marketing partner.

Rates

What do they charge for hourly work? Start with a budget. Be sure you clearly identify your objectives to have the project correctly scoped.

Goals

What do you want a partner to achieve? What role will they fill? How will you measure success?

WordPress

Do they have WordPress experience? DealerWeb is built on a multi-site WordPress platform.

Industry Knowledge

This is extremely helpful, but not necessary. Prior experience means they can get started faster!

MastroDigital

More than 8 years experience working on the DealerWeb platform, MastroDigital is fully trained on the platform capabilities and has industry knowledge and experience working with Steelcase and dealers.

Capabilities include:

- Digital strategy
- Website design
- Website development and launch
- Custom CSS/JS implementation
- Lead generation
- SEO strategy and implementation
- Content marketing
- Website analytics



Website

<https://mastrodigital.ca/>



Contact

[Nick Mastromattei](#)

OneMagnify

OneMagnify is a full-service marketing agency. Members of their team have supported the Steelcase SEO strategy for several years.

Capabilities include:

- Digital
- Analytics
- Strategy
- Brand experience
- Loyalty & incentive
- SEO
- Website development and content creation



Website

<https://www.onemagnify.com/>



Contact

[Brian Campbell](#)

PVK

PVK is a full-service creative studio that helps clients design meaningful interactions with customers. The team at PVK has been a Steelcase collaborator for over 15 years, helping to bring the Steelcase brand to life across digital and physical mediums.

Capabilities include:

- Dealer Web Content Strategy and Implementation
- Social Content Strategy and Execution
- Photo, Video, and Animation Production
- Customer Touchpoint (Branded PPT Templates, RFP Templates, Printed Brochures + Lookbooks, etc)



Website

<https://www.heypvk.com/>



Contact

[Patrick Vander Kolk](#)

Highland Group

Highland group is a full-service branding and digital marketing agency. Based in Michigan, Highland Group has supported several Steelcase projects.

Capabilities include:

- Branding
- Advertising and marketing
- Digital strategy and SEO
- Website development
- Communications



Website

<https://www.wearehg.com/>



Contact

[Heather Lockwood](#)

[Lauren Hageman](#)

Dutton Consulting

Dutton Consulting specializes in transforming commercial furniture businesses. They dive deep into every aspect of your business, from leadership, talent assessment and operations to sales, marketing and workflows.

Capabilities include:

- Marketing strategy, sales initiatives and lead generation
- Marketing channel evaluation and strategy, including website & SEO optimization, email strategy and branding opportunities
- Vendor relationship management strategy
- Acquisition and growth strategies



Website

duttonconsult.com



Contact

[Dave Scherff](#)

Additional Resources

- [Hubspot's Guide to Hiring an Inbound Marketing Agency](#)
- [How to Hire a Digital Marketing Agency: Red Flags and Key Questions](#)
- [What to Look for When Hiring a Digital Marketing Agency](#)
- [What to Ask When Hiring a Digital Marketing Agency](#)
- [Six Websites to Hire Freelance Digital Marketers](#)
- [11 Tips to Hire Freelancers](#)

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