

THE **GRIT** GROUP

KIRLIN

A Fresh Look for a Legacy Lighting Manufacturer



5,168

Words written

11

New pages designed

01

Modernized experience

Leading Them Toward the Light



For the past 125 years, Kirlin Lighting has been manufacturing innovative lighting exclusively in Detroit, MI. They have a heavy focus in the medical industry, and deliver high-quality, specialized lighting where it matters most, with strong consideration for the experience of the end users of their products.

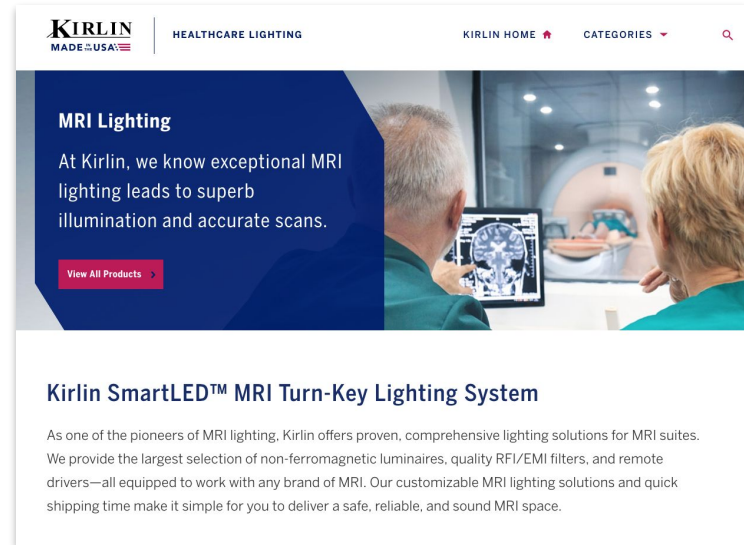
When Grit was introduced to Kirlin, our team immediately felt at home in the conversation. Kirlin's team brought the essence of Detroit to the table with a we-get-things-done vibe that really meshed with Grit's team. While Kirlin designs lighting for many industries, we decided to tackle their largest sector first, with a focus on driving a substantial and rapid impact. For this project we had two specific goals, (1) to modernize the brand image and (2) to help Kirlin capture a larger share of their audience in online search. This kicked off the build of an 11-page subdomain, purely focused on what they're best known for—medical lighting.

A Strategy That Speaks to All

As we partnered with Kirlin's team to tackle this challenge, our content strategy was paramount to achieve our goals for the project. In order for this site to shine its brightest, we had to deliver in three ways: (1) technically sound content that lighting specifiers would respond to, (2) marketing language, or layman's terms, that resonate with less savvy visitors, and (3) content that Google would love. Not to mention, it had to look the part, too.

Specifier Grade Copywriting

We aren't afraid to admit that becoming an expert in complex medical lighting was a tall order. The Kirlin team had seen mixed results in the past with copy written by those outside the industry. So, we developed an approach that would allow us to deliver the quality required with a minimal time commitment from their internal team. Grit's copywriters befriended Kirlin's sales team manager for support during this 12-week project—asking questions and getting schooled on medical lighting, one lesson at a time. By partnering closely with the Kirlin Sales team, and digging through source materials and research on our own, we were able to deliver content that required minimal editing, and that their entire team was proud of!



Messaging that Shines a Light on Kirlin's Story

The work that Kirlin does is truly impactful to medical professionals and patients around the country. While Kirlin's 125 year business legacy is exceptional, we wanted to ensure that their messaging captured their long-standing commitment to improving health outcomes. We know that while we spend significant time writing body copy, the majority of website viewers are headline skimmers. With this in mind, we focused our headlines to drive home Kirlin's positioning with bigger, bolder, and simpler messaging.

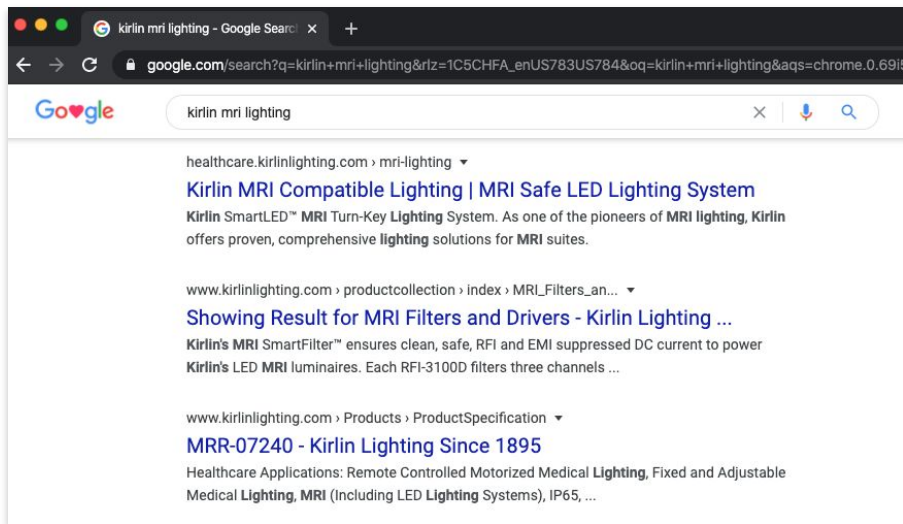
Industry Leaders in Healthcare Lighting

From illuminating the world's first MRI suites, to pioneering recessed aimable exam lights, Kirlin Lighting has been at the forefront of the medical lighting industry for over 50 years. We design and manufacture lighting solutions that ensure patients receive better care, more accurate diagnoses, and protection from nosocomial infection. The world's top facilities trust Kirlin to deliver industry-leading illumination without compromise.

Seeing things in the right light
changes everything—and for
the past 125 years, we've
been making the difference.

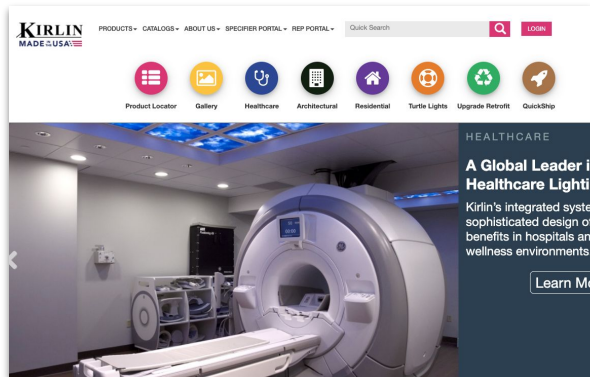
Search Engine Bots Approved

As an agency, we pride ourselves on operating at the intersection of digital and creative, so this is where we had to deliver. Oftentimes, SEO can feel in conflict with brand voice, but ultimately, if customers can't find you online, then your website's messaging isn't all that important. For Kirlin, we targeted 1 primary keyword, and 1 secondary keyword for each page. We kept the word count on each page above 500 words, optimized the meta titles, meta descriptions, and page URLs, and also achieved target keyword densities for each page. Moving forward, this built a strong foundation for Kirlin to leverage this site for SEO.

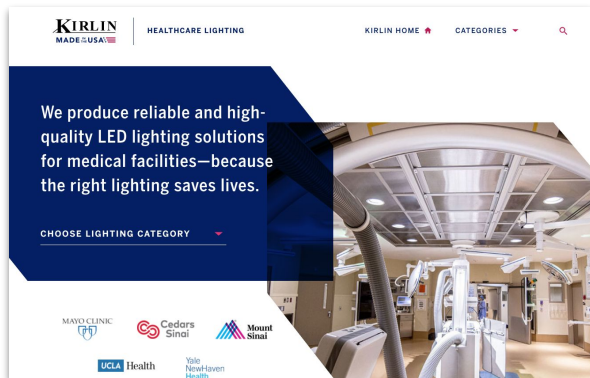


And a Beautiful UX to Match

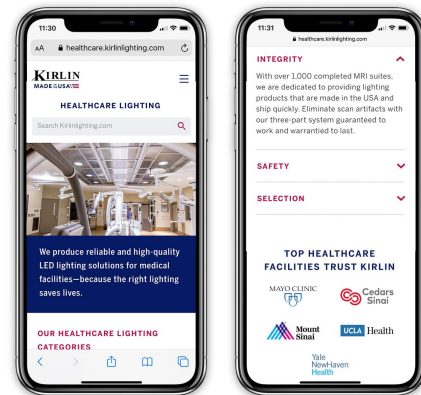
Last but far from least, a huge part of this project was the beginning of a brand image transformation. Kirlin's legacy has driven credibility and success, but for some, their web design was leaving a perception that Kirlin wasn't very innovative. But the truth is, they're leading the way in meaningful innovation. We updated color, typography, visual styling, and built intuitive, responsive layouts for each page to elevate the Kirlin brand. Reps and internal stakeholders alike were thrilled—one individual even said "Kirlin is BACK!".



Before



After



Brighter Digital Days Ahead

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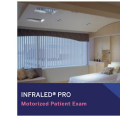
Thanks to a superb cross-functional partnership, from Kirlin's sales, product, and senior leadership teams, we were thrilled with the outcome for the new subdomain, found at healthcare.kirlinlighting.com. We are happy to report that key decision makers outside of Kirlin are already talking, and Kirlin is once again re-inventing itself to shine brighter than ever to kick off it's 14th decade in business.

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HEALTHCARE LIGHTING CATEGORIES



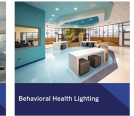
INFRARED PRO
Medical Patient Exam



MRI Lighting
(SmartLED™ System)



Patient Exam Lighting



Behavioural Health Lighting

Kirlin Revisited - Performance from 2021-2022

2,178

Product views driven by the healthcare microsite.

9.61%

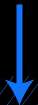
Conversion rate from the healthcare microsite to a product detail page on the primary site.

15K

Organic visits in a 12 month period accounting for 53% of total microsite traffic.

72%

Of product views generated by the microsite were driven by organic traffic.



It's rare to find a single partner that can create, teach, collaborate, and execute, but we're fortunate to have found that in Grit. The projects we complete together are consistently the most successful – and the most fun – that my organization takes on. Alex and his team have mastered the intersection of data and design better than any agency I've worked with, and it shows!

Chris Brownell

Senior Product Manager

The Kirlin Lighting Company

Growth Takes Grit

Ready to scale your business through digital marketing?
Learn how to tell your story through a partnership with Grit.

Contact alex@thegritgroup.io to start a conversation today!



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