

## CASE STUDY

# From Concept to Conversion: PCTS's Digital Foundation:

## THE SCENARIO

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Particle Coating Technology Solutions (PCTS) is a life sciences company delivering advanced modeling and simulation tools to support pharmaceutical development and manufacturing. As the company prepared to increase its external visibility and initiate structured marketing and outreach, leadership recognized the need for a clear, credible digital presence.

While PCTS had deep technical expertise and a distinguished product offering, it lacked the foundational marketing infrastructure required to consistently communicate its value, capture inbound interest, and support future growth. As a result, PCTS worked with Bracken to establish that foundation, beginning with its public-facing website.

## THE CHALLENGE

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Like many highly technical organizations at an early stage of commercialization, PCTS faced several interconnected challenges:

- Messaging had not yet been formalized into a consistent framework that could be implemented across web, sales, and marketing efforts.
- There was no straightforward way to capture and manage inbound leads from conferences, webinars, or outbound outreach.
- The company needed a solution that balanced speed, cost, and flexibility, without introducing unnecessary technical complexity.

The core challenge was to translate complex scientific capabilities into clear, audience-appropriate messaging and deliver a website that could serve as a functional marketing "storefront," while remaining adaptable to the needs of the company as they evolve.

## THE STRATEGY

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Bracken developed a focused, pragmatic strategy centered on delivering immediate value while enabling future growth. At the core of the engagement was a starter website build, designed to quickly establish a professional and credible digital presence. Bracken rebuilt the PCTS website using a templated, low-code platform to accelerate deployment and reduce the burden of long-term maintenance. The site architecture was simplified to a clear, logical structure of up to five core pages, ensuring visitors could quickly understand PCTS's value and offerings.

Existing content was adapted and refined to fit the new structure, with an emphasis on clarity, consistency, and alignment with PCTS's target audiences. A dedicated contact form was implemented to support lead capture, allowing PCTS to begin converting inbound interest into actionable conversations. The site also included a clear link-out to PCTS's application portal, cleanly separating the public-facing marketing experience from the product environment.

To support the website and ensure consistency across channels, Bracken also developed a comprehensive messaging strategy. This included a formal messaging guide with a mission statement, vision, elevator pitch, value propositions for multiple audiences, and a tagline, along with media talking points, differentiators, and sample drip email copy for lead follow-up.

Together, this approach allowed PCTS to launch a functional, polished digital presence quickly, while laying the groundwork for more advanced marketing initiatives over time.

## THE RESULTS

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The engagement resulted in a strong digital foundation that PCTS can continue to build on:

- A clear, professional website that communicates PCTS's value proposition and credibility to external audiences.
- A public-facing digital presence suitable for directing prospects from conferences, webinars, and outbound campaigns.
- Lead capture functionality that enables PCTS to begin measuring and responding to inbound interest.
- A scalable messaging framework that can be reused across future marketing, sales, and thought leadership efforts.

By focusing on clarity, speed, and scalability, Bracken helped PCTS move from an early-stage digital presence to a marketing-ready platform—positioning the company for continued growth and engagement with its target market.

