



Wardlaw Claims Service: Digital Transformation Success Story



Executive Summary

Wardlaw Claims Service partnered with us to transform their digital presence, moving from a template-based WordPress site to a custom-built HubSpot CMS solution. The project encompassed a complete website redesign, custom form development for claims processing, and ongoing content marketing support. Under the leadership of Jaime McComas, Vice President of Sales & Marketing at Wardlaw Claims Service, this digital transformation has enhanced both their customer experience and operational efficiency.



Background

Wardlaw Claims Service, an established leader in the insurance claims industry, recognized the need to modernize their digital presence while streamlining their claims submission process. Their existing WordPress template site wasn't meeting their evolving needs for content management, lead generation, and claims processing efficiency. Additionally, they needed a solution that would be manageable for their busy operational team while maintaining professional standards.



Challenges

- Legacy WordPress template limiting design and functionality options
- Time constraints of key stakeholders
- Need for consistent, industry-relevant content creation
- Requirement for SEO optimization while maintaining industry authority
- Integration of professional services messaging with practical functionality



"I just wanted to tell you how pleased I am with the website and all you have done and continue to do to help us achieve our marketing goals. I couldn't have done it without you. I love how we continue to enhance the site and appreciate you being there for all my technical (and trivial) questions and needs.

Big thanks to you and your team for the partnership!"

Jaime McComas
Vice President, Sales & Marketing



Solutions

We developed a comprehensive digital transformation strategy that included:

Website Redesign

- Custom HubSpot CMS implementation
- Development of modular design system for easy updates
- Creation of custom wireframes emphasizing user experience
- Design and implementation of new branded icons
- Mobile-responsive design optimization
- SEO-optimized site architecture and content

Custom Functionality

- Development of specialized forms for adjuster assignment submissions
- Integration of HubSpot's native forms and tracking
- Streamlined claims submission process
- Custom modules for easy content updates

Ongoing Content Support

- Organic social media management since 2020
- Facebook advertising management since 2022
- Regular blog content creation since 2024
- Industry-focused content strategy
- SEO optimization for all content
- Consistent brand voice maintenance across all channels



Results

The new website and ongoing content support have delivered significant improvements:

- Enhanced user experience for claims submission
- Improved site management efficiency
- Increased organic search visibility
- Stronger digital brand presence
- Consistent content publication schedule
- Growing social media engagement



Looking Forward

The new digital infrastructure positions Wardlaw Claims Service for continued growth and efficiency:

- Scalable content management system
- Flexible form and module system for future needs
- Established content creation pipeline
- Strong foundation for digital marketing initiatives



About the Partnership

Our relationship with Wardlaw Claims Service has evolved into a comprehensive digital marketing partnership over the past five years. Beginning in 2020 with organic social media management, we've steadily expanded our services to meet their growing digital needs. In 2022, we enhanced their social media presence by implementing strategic Facebook advertising campaigns, which have consistently delivered strong results. Our partnership deepened further in 2024 when we took on their blog content creation, developing industry-focused articles. This long-term collaboration has enabled us to develop a deep understanding of their business objectives and industry nuances, allowing us to consistently deliver value through integrated digital marketing strategies that support their growth.



Client Impact

The combination of a modern, efficient website with ongoing content support has helped Wardlaw Claims Service maintain their industry leadership position while improving operational efficiency. The modular design system and HubSpot CMS platform have made it easier for their busy team to manage their digital presence without sacrificing quality or effectiveness.

About Anneomaly Digital

Anneomaly Digital is a turnkey digital marketing agency that partners with busy operations and sales leaders who need expert marketing support. We serve as a seamless extension of your team, partnering with you on your marketing and HubSpot initiatives while you focus on driving business growth. Our highly organized, strategic approach means you can trust us to deliver consistent results across your marketing programs without requiring your constant oversight. We understand the complexities of balancing multiple business priorities, which is why we've designed our services to integrate smoothly with your existing work. Whether you need comprehensive digital campaign management or HubSpot optimization, we help you achieve more without adding to your already full plate. With Anneomaly Digital, you gain a capable partner committed to making both you and your business look good.

Are you facing challenges with your digital presence? Drop us a line at anne@anneomalydigital.com, and let's talk about achieving your digital marketing goals



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