



CUSTOMER STORIES

MTLC Website Redesign

OBJECTIVES

Mass Technology Leadership Council (MTLC), the region's leading destination for tech companies, engaged StitchDX during a time of leadership transition and rebranding. They needed a website that matched their renewed energy and better served their growing community.

- Create a modern, branded digital experience to reflect MTLC's rebrand
- Increase new memberships and sponsorships, effectively promote events, and increase member participation
- Improve user engagement and lead capture through strategic digital tools and integrations
- Simplify site management and streamline marketing operations

SOLUTION

- Designed and developed a modern WordPress website that brings visual and functional consistency across all pages
- Integrated HubSpot for CRM, marketing automation, and lead capture, replacing outdated email-based inquiry processes
- Streamlined third-party tools by integrating Eventbrite, Luma, YouTube, and Airtable for a seamless digital experience
- Migrated 2,000+ blog posts with all metadata and images; delivered user training to support content management

RESULTS

MTLC's new website delivers a modern, connected experience that boosts engagement, simplifies workflows, and reflects their brand evolution.

Stronger Brand Presence and Consistency

The new design reflects MTLC's rebrand while delivering a cohesive, easy-to-navigate user experience. Templated pages ensure consistency and make future updates simple.

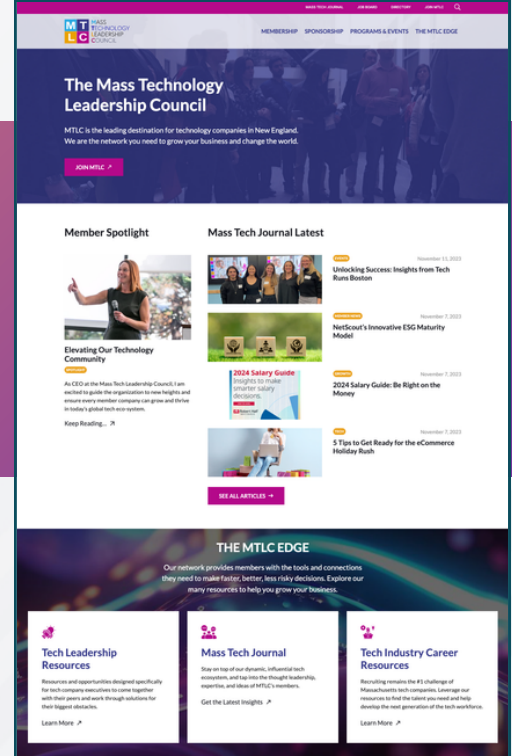
Enhanced Lead Generation and Marketing Automation

HubSpot integrations now power contact forms, automate follow-ups, and keep the CRM up to date. This has improved response times and allowed the team to focus on strategic engagement.

Collaborative Execution and Positive Response

The project launched on time and was met with strong internal and external feedback. Regular weekly Teams calls ensured close collaboration and a smooth rollout.

StitchDX.com



AT A GLANCE CHALLENGES

- Website didn't reflect updated brand
- Disconnected tools slowed lead follow-up
- Low engagement with key CTAs
- Hard-to-update, inconsistent pages

BENEFITS

- Stronger brand presence with a modern, cohesive site experience
- Automated lead capture and follow-up via HubSpot
- Simplified platform management for internal teams
- Improved engagement with clearer CTAs and structure

