



CASE STUDY

MediaFuel | Strategic Tech Solutions to Support Marketing Growth

MediaFuel worked with EMPIGO / SureTec to resolve technical challenges and align technology with their marketing strategy. We provided a tailored plan that addressed immediate issues and supported long-term strategic goals.

CLIENT: MediaFuel



INDUSTRY: Advertising Services

LOCATION: Fishers, Indiana

SERVICES: Digital marketing services, marketing strategy, video production, web design, content marketing, SEO, digital advertising, photography

About MediaFuel

MediaFuel is a digital marketing agency that believes what your promoters say about your business can fuel organizational growth. With a strategic marketing process and creative thinking, they help brands clarify their message, generate demand, and achieve desired results. Their services include marketing strategy, video production, website design, content marketing, search engine optimization, digital advertising, photography, and more.

The Challenge

MediaFuel faced technical challenges that were slowing down operations and limiting alignment between technology and marketing strategy. They needed a partner who could solve technical issues quickly and also help integrate technology with marketing plans to achieve better business outcomes.

The EMPIGO Technologies / SureTec Solution

We worked closely with MediaFuel to address both immediate and long-term needs:

- **Immediate Tech Support:** We stepped in with a clear plan to resolve urgent technical issues and get their systems back on track.
- **Strategic Alignment:** Beyond fixing problems, we aligned their technology systems with marketing strategy, ensuring tools supported business goals.
- **Partnering for Growth:** We provided guidance and support so MediaFuel could confidently rely on their tech systems while focusing on delivering marketing results.

THE RESULT

Working with MediaFuel, we helped them achieve:

- **Technical issues resolved efficiently, minimizing downtime.**
- **Technology systems aligned with their marketing strategy for better outcomes.**
- **Confidence in their systems, allowing them to focus on growth and client work.**
- **A trusted technology partnership supporting both immediate needs and long-term strategy.**

We're proud to provide the support that lets MediaFuel focus on what they do best—helping brands grow—while we handle their technology.

Here's What MediaFuel Says About Us

"When it seemed all was lost, Dave and the EMPIGO team stepped in with a plan and the right course of action to solve our technical issues. We have also worked with them to align technology needs to marketing strategy for the best solutions. You're getting a partner that will help you think through the best strategic solutions to meet your needs."

— Chris Bass, President at MediaFuel

