

Case Study



How Matech Studios Helped Bakerland Drive Digital Growth Through Marketing and Web Solutions



Client Background



Bakerland, a leading land developer based in Australia, wanted to elevate its digital presence and better showcase its property developments. In parallel to a larger initiative to modernize the lot sales process, Bakerland needed a digital partner that could help them deliver stunning marketing collateral and high-performing websites



While the Sales Edge platform was being conceptualized, Bakerland also required solutions to drive visibility and promote their estates individually and effectively. Matech Studios became that trusted partner, contributing to platform development and delivering on marketing strategies tailored to Bakerland's goals.



The challenges



No Digital Presence for Individual Projects

Each estate or development required a compelling digital footprint, yet there were no existing landing sites dedicated to individual projects.



Need for Brand-Aligned Marketing Collateral

Bakerland wanted high-quality commercial decks that aligned with their brand while clearly communicating their value proposition.



High Expectations for Delivery and Design

As a premium developer, Bakerland required polished, functional and visually engaging materials that reflected the professionalism of the brand.

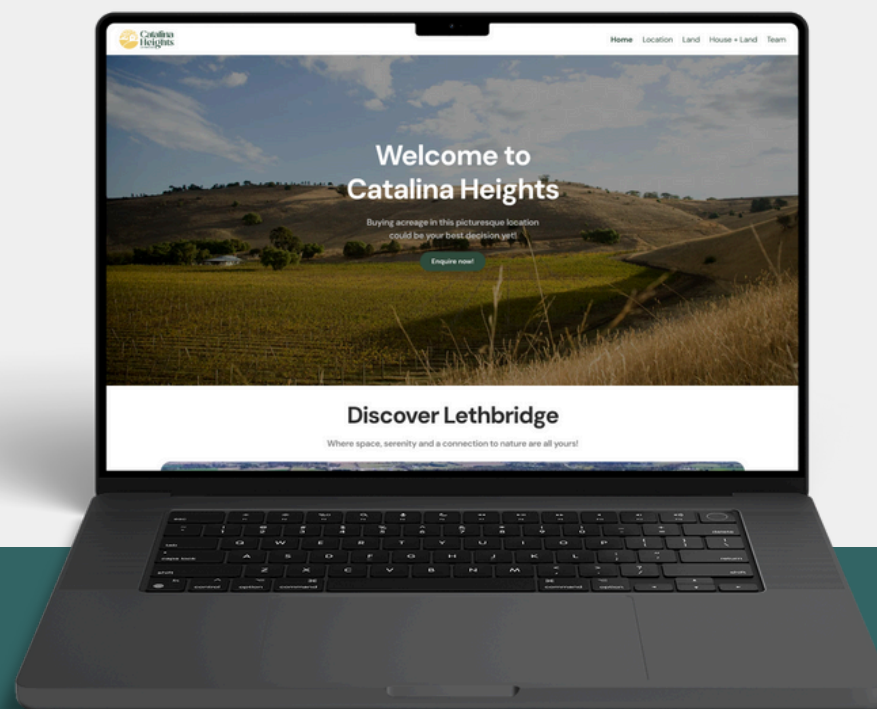
The solution

Matech Studios delivered a comprehensive suite of services focused on marketing and digital design, distinct from the software development initiatives of Sales Edge.

Marketing Collateral and Landing Sites

Matech Studios worked closely with the Bakerland team to understand the essence of each project and develop custom assets.

- **Commercial Decks:** Designed persuasive decks that showcased Bakerland's developments in a professional, visually compelling way.
- **Landing Sites:** Developed a dedicated landing site for Bakerland and for each estate, designed to convert interest into leads.
- **Brand Consistency:** Ensured all visuals and copy aligned with Bakerland's high-end branding standards.



The Results

Professional Online Presence



Each estate now has its own tailored digital home, showcasing location highlights, features, and available lots.

Streamlined Marketing Workflow

Matech's deliverables provided Bakerland with reusable frameworks and design systems, enabling faster future launches.

High-Quality Marketing Output



Stakeholders and potential buyers consistently praised the quality and clarity of the decks and websites.

Key Metrics



Marketing Impact

Commercial decks and landing sites helped attract new users and generate leads for Bakerland's projects.



Client Satisfaction

Stakeholder feedback has been overwhelmingly positive in terms of communication, delivery, and final output.

Client testimonial



Lissa Broughton
CEO, Bakerland Group

We've had the pleasure of working with Matech Studios on multiple website projects for our property development business, and the experience has been exceptional from start to finish. From the very first meeting, the team at Matech Studios stood out for their personable and professional approach. They took the time to understand our brand, our goals, and the unique needs of each project, making the entire process feel more like a partnership than a transaction.

Their attention to detail and ability to keep everything moving efficiently meant we were never left waiting or wondering what the next step was.

Most importantly, the end products have been nothing short of impressive. Each website not only looks fantastic but also performs exceptionally well, both in terms of usability and functionality. The quality of their work has elevated our online presence and helped us showcase our developments in the best possible light.

Matech Studios is one of the best digital partners we've worked with. We look forward to continuing our relationship with them and wouldn't hesitate to recommend their services to anyone looking for a top-tier web development team.

Conclusion

Bakerland's success shows how Matech Studios builds impactful software while supporting marketing growth.

Whether you need a new platform, marketing collateral, or both, we're here to help.

Looking to scale your software product?

Let Matech Studios help you get there.

[Contact us today!](#)