

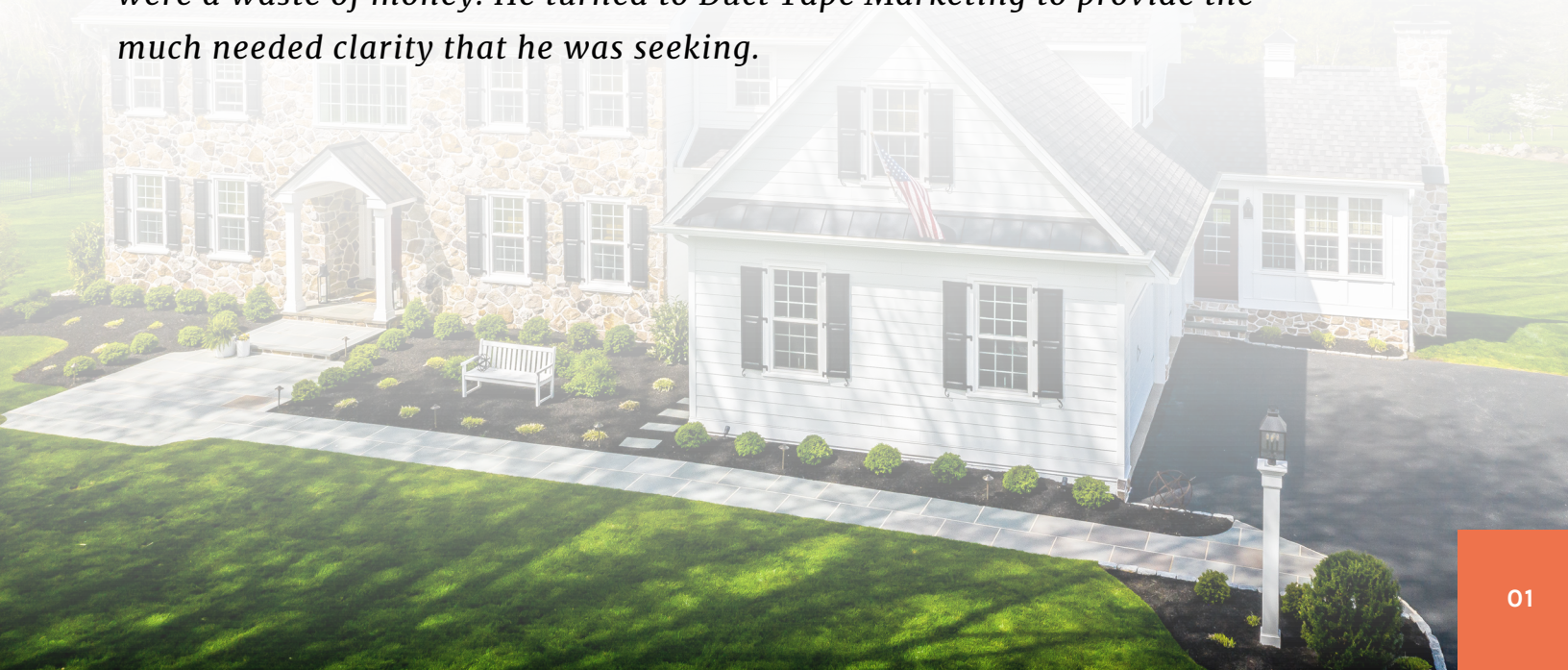
Precision Contracting Strategy First Case Study: 2023

Providing Marketing Strategy and Clear Direction for Growing a Client Base

Precision Contracting



Mike Hyon, Owner of Precision Contracting, opened up about the struggles he faced with previous marketing companies for his website, where he was left with inadequate results. As someone looking to expand his footprint and secure new clients, his past experiences understandably left him feeling frustrated and uncertain about the direction of the marketing efforts for his business. Despite investing a considerable amount of time, effort, and resources, Mike felt that these partners failed to meet his expectations and were a waste of money. He turned to Duct Tape Marketing to provide the much needed clarity that he was seeking.





Client

Precision Contracting - <https://precisionexterior.com>

Industry

Home Renovation & Remodeling

Location

Philadelphia tri-state area

About

Precision Contracting specializes in stucco remediation, windows, roofing, and siding repairs in Chester County, PA and the surrounding tri-state area. They remediate, weatherproof, and renovate luxury homes, from concept to reality and are responsible for hundreds of satisfied homeowners.

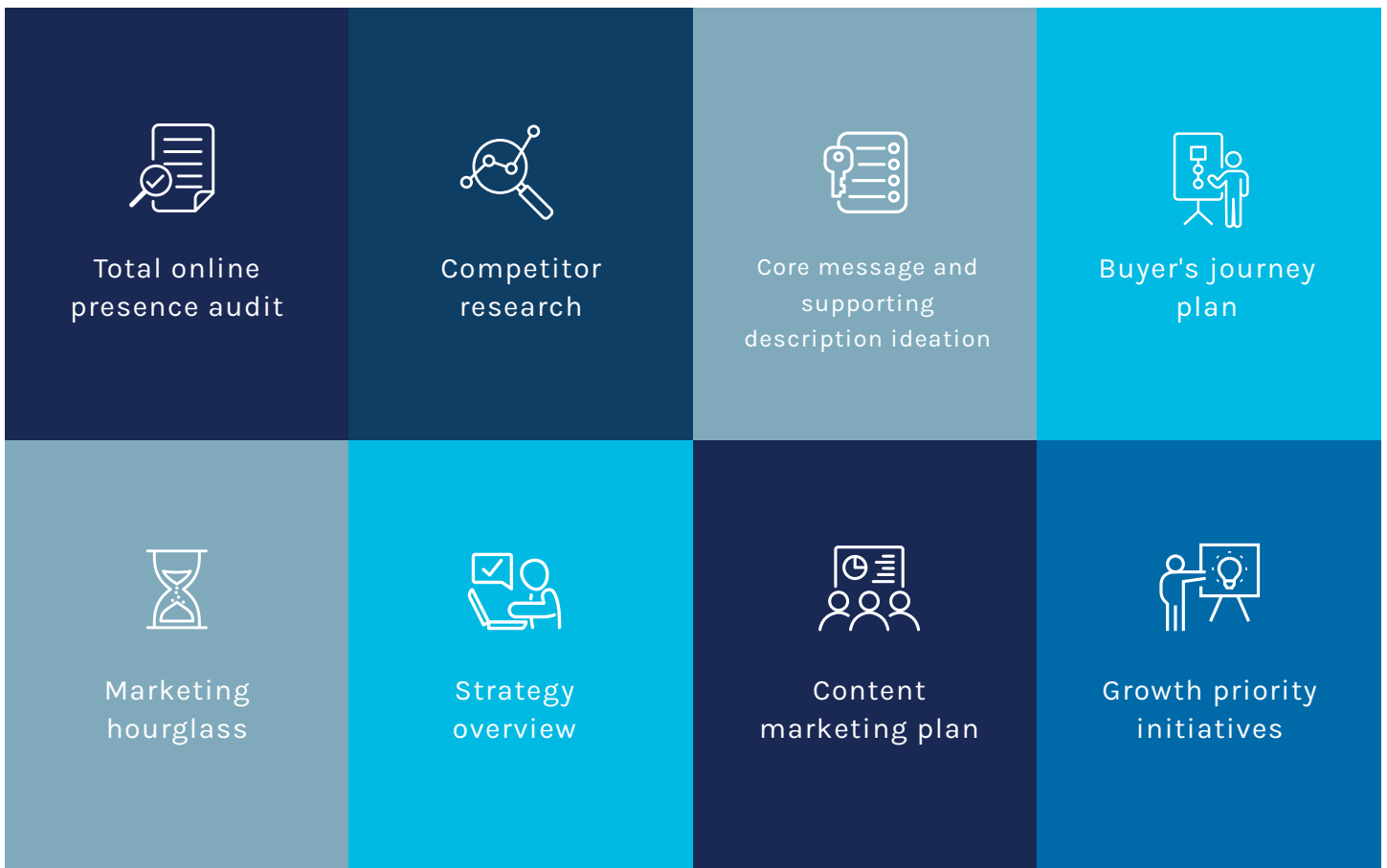
Challenge

The client had tried various marketing companies and methods in the past, but found that other agencies were “all over the place” - lacked structure, did not provide clear feedback, and took a long time to deliver results. They were frustrated that money was being spent on marketing, yet they received very little feedback on where the money went and didn’t see tangible proof that the work had been done.



Approach

Precision Contracting hired Duct Tape Marketing for a multiple-week Strategy First Engagement that included the following:



Client Feedback

- Client was impressed with the clear communication they received and felt confident that they were getting value for their money.
- Client appreciated the structure and organization of Duct Tape Marketing's Strategy First presentation.
- Client felt that Duct Tape Marketing had delivered a clear and stress-free marketing solution.
- By breaking down Precision's marketing needs into specific categories and timelines, they were able to see a clear path forward that would help them make informed decisions about their marketing spend in the future.

Results

- ☺ Upon completing their Strategy First engagement, Precision Contracting was impressed with Duct Tape Marketing's ability to seamlessly integrate all their marketing efforts. They were able to see value in continuing with Duct Tape Marketing to help them map out a comprehensive plan to overhaul their marketing approach and achieve their business goals. They moved to a retainer contract and feel confident that with this new partnership, they are poised for success!

"We know you have many options to choose from when deciding to repair or replace siding and trim, windows and roofing in Philadelphia tri state area. At Precision Contracting Services, LLC we are known for our attention to detail, value-based pricing and customer satisfaction – also the reason our customers proudly refer us to their friends, family, co-workers and neighbors."

Mike Hyon, Precision Contracting Services, LLC

About Duct Tape Marketing

Duct Tape Marketing is founded on the simple belief that marketing is the most important small business system. And we just so happen to believe that small business owners are the true heroes of business, so we've made it our mission to build, train, support, and teach small business marketing strategies and tactics to as many of these heroes as possible. Learn more about us at www.ducttapemarketing.com.