

CORE Group Strategy First Case Study

Strategic Evolution: Shaping Brand Identity and Streamlining Messaging for Business Growth in a Niche Category

Core Group



With a growing company looking to expand its reach amongst creative industry professionals, Christian Brim, CEO of Core Group, connected with John Jantsch initially to interview him

for his upcoming book, Profit First for Creatives. After that conversation, Christian decided to move forward with Duct Tape Marketing's Strategy First engagement. Although he had engaged in similar processes in the past with marketing companies, they weren't successful in providing him with the clarity and direction he needed for Core Group. He hoped to finally receive a structured and well-defined strategy to allow his business to scale and secure new client opportunities.



Client Business Name:

Core Group

Industry:

Accounting firm specializing in accounting, bookkeeping, tax planning, tax preparation, and wealth management for creative business owners & marketing agencies.

Location:

National

Website:

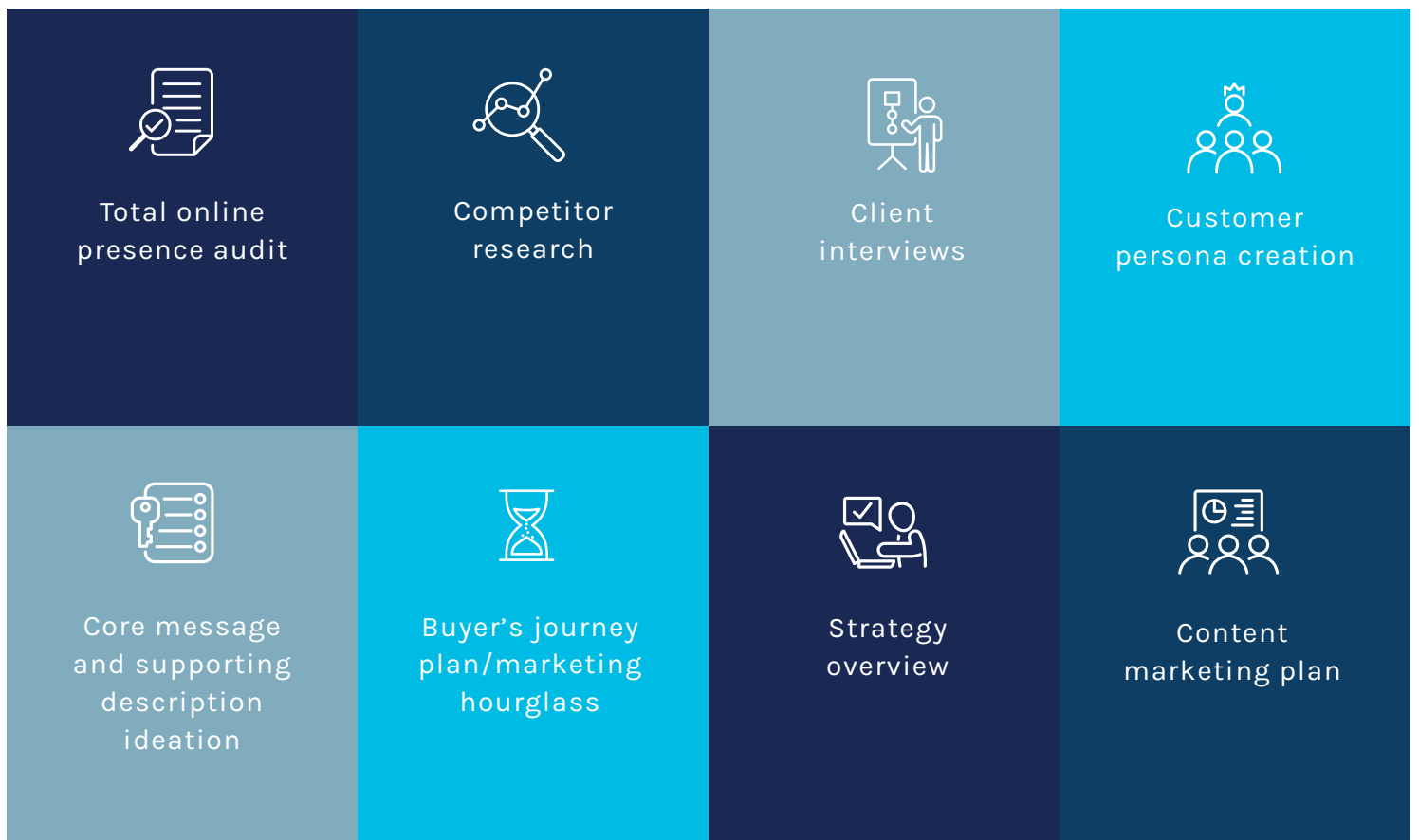
<https://www.coregroupus.com/>

The Challenge

Core Group faced a fundamental problem with its company messaging. Despite their expertise in financial services for creative industries, they needed to be more consistent in communicating their value proposition. Team members were not aligned regarding how they interpreted the company's offerings, leading to confusion among potential clients and hindering business growth. Additionally, Core Group needed a cohesive marketing strategy, relying on reactive approaches rather than a structured growth plan.

The Solution

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



Client Feedback

- The client felt that the Strategy First process was effective in addressing their messaging concerns.
- The clarity provided by Duct Tape Marketing's initial assessment and subsequent presentations was instrumental in aligning Core Group's team members and establishing a cohesive messaging and execution plan.
- The process structure and timeline, including multiple calls and feedback sessions, facilitated clear communication and a thorough understanding of action items and next steps.
- The multi-faceted strategic approach mapped to the tactical components on how it would be executed was exactly what the client was looking for and provided clarity on the most pressing initiatives to tackle.

The Results

Core Group expressed confidence in the potential impact that Duct Tape Marketing could have on their business, and their high satisfaction upon concluding the engagement led them to immediately sign a retainer agreement with Duct Tape Marketing. They anticipate an increase in qualified leads and potentially lower costs per lead through a more effective and efficient marketing approach. CEO, Christian Brim, also expressed his likelihood of recommending Duct Tape Marketing's strategy engagement to others, emphasizing the importance of a business owner's commitment and mindset in embracing strategic guidance for long-term success.

Conclusion

This case study exemplifies the transformative power of a clear brand strategy, particularly in niche markets. By addressing Core Group's main challenges and providing a structured approach to marketing strategy, Duct Tape Marketing empowered Core Group to establish a cohesive messaging plan, align its team members, and lay the foundation for future growth. If your business is ready to invest in strategic guidance that will bring clarity and direction, unlocking new opportunities in today's competitive landscape, reach out to us today!

Unlock Your Business Growth Now – Book a Discovery Call Today.