

Cedar Ridge Retreat Homes Strategy First Case Study: 2023

Providing Brand Clarity and a Well-Defined Strategy for Business Growth in a Niche Market

Cedar Ridge Retreat Homes



Andrew Tvardzik, co-owner of Cedar Ridge Retreat Homes, first encountered Duct Tape Marketing through mutual connections and exposure to John Jantsch's work at retreats. The emphasis on starting with a strategy resonated with Andrew, as his previous

experiences with marketing companies had left him seeking a more focused and aligned approach. He sought to obtain more clarity and direction through the Duct Tape Marketing Strategy First engagement.





Client Business Name

Cedar Ridge Retreat Homes

Industry

Luxury weekend retreat and vacation home builders

Location

Deep Creek, MD

Website

cedarridgelohomes.com

The Challenge

Cedar Ridge Retreat Homes faced challenges in effectively marketing their luxury custom home building services in a niche market. Their previous marketing experiences left them dissatisfied, as their message was often missed and the alignment with their goals was lacking. The need for a clearer marketing strategy that resonated with their brand and target audience became evident.

The Solution

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



Total online presence audit



Competitor research



Client interviews



Customer persona creation



Core message and supporting description ideation



Buyer's journey plan/marketing hourglass



Strategy overview



Content marketing plan

The Results

Upon completion of the Strategy First engagement, Andrew experienced a paradigm shift in the company's trajectory. The process delivered a refined business direction, a resonant brand identity reflecting core values, and strategically aligned marketing approaches tailored to the target audience's needs.

This transformation culminated in a powerful core message and a pivot from the rental market to second homes and retreat spaces, positioning the company for niche market growth. Andrew's high satisfaction with the process led him to further engage with Duct Tape Marketing on a retainer basis and he looks forward to a prosperous future for Cedar Ridge Retreat Homes.

Client Feedback

- ☑ Andrew shared that the Strategy First process was a transformative experience where he gained valuable insights into his business, target audience, and competitive landscape. He said the well-paced timeline allowed for a thorough exploration of each element of the process, and that communication from the Duct Tape Marketing team was clear and consistent. He wholeheartedly recommends Duct Tape Marketing's services to anyone seeking marketing assistance.



Conclusion

This case study exemplifies the pivotal role of a clear brand strategy in niche market expansion. The Strategy First engagement led to a transformative journey, unveiling Cedar Ridge Retreat Homes' strengths and aligning them with their target audience. This process, marked by comprehensive research and strategic planning, redefined their brand identity and marketing approach. The shift from vague messaging to a resonant core message and a strategic pivot positions the company for niche market growth. This success story underscores the power of a well-defined strategy in driving business prosperity. If your business needs a clear brand strategy in a niche market, reach out today.

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