



FRAMECO

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# CASE STUDY



#### Background:

FrameCo offers contractors and builders a new and improved method or process of construction through prefabrication. From their plant in the city of Cleveland, Ohio, FrameCo delivers cost effective and innovative solutions for every step of the building process - economical design, engineering, fabrication and installation.

#### Problem:

Over the course of FrameCo's ten year history, the company has grown, matured and changed quite drastically. Meanwhile the FrameCo brand became outdated and unreflective of its modern, innovative construction services and company culture. Their feedback from prospective and current customers was not held in high esteem, and as a result, a complete rebranding of the FrameCo brand was necessary in order to get FrameCo back on track and remain competitive in the market.

#### Solution:

Marketing Eye was able to provide FrameCo with a full suite of marketing services as they worked to redefine their new brand. From website design to social media and lead generation, Marketing Eye's specialists worked diligently to complete the entire rebrand meticulously. The FrameCo brand now embodies the fresh and modern look which represents the quality, dependability and innovativeness of their construction services to customers and prospects.

#### Result:

With the implementation of a strategic marketing plan with Marketing Eye, FrameCo was better able to reach new audiences and communicate their services. Changes to the the branding and positioning across all channels has empowered FrameCo to actively engage with new leads and convert them easier and more affluently. As a direct result of the rebranding campaign, logo, tagline, website design, brand messaging and more, FrameCo surpassed all previous growth stages.

## CLIENT BACKGROUND

For many years, the construction industry has been run by traditional stick-built construction methods. These methods involve a lengthy process of materials being shipped to the construction site and the bulk of the construction work occurring on premise. Although this method is tried and true, complications such as weather, safety and timeliness began to pose a problem. Seeing a better way to go about the construction process through prefabrication and wanting to disrupt this largely traditional industry, FrameCo was founded in 2007, in Cleveland, Ohio.

FrameCo provides pre-manufactured non-structural building panels, as well as offers a consultation component to their business. Through the consultation component, and by using cutting edge BIM programs like Revit and AutoCAD, FrameCo can create 3D models of the client's project and expertly determine the best construction technique for the job. Through their proven track record of excellence, FrameCo is deemed the highest quality and most efficient company in their market.

## CHALLENGE

FrameCo was challenged with effectively communicating the evolution of the company brand over the past decade in the marketing. Performing a rebrand for any existing company presents many obstacles, as it is very easy to ruin everything the company has worked so hard to achieve and be perceived for. Knowing what buttons to push or what lines not to cross requires a very diverse, competent marketing team experienced in said industry. For this reason, FrameCo was actively seeking a trusted marketing partner to guide them through the complex nature of a rebranding.

Initially, FrameCo's overall brand identity was a direct reflection of what the company started as back in 2007. As the company evolved and grew over time, the brand and marketing material did not. Every facet of the customer facing marketing mix, website, logo, tagline, social media, required a facelift.



// Our company worked with Marketing Eye to undergo a dramatic rebrand that would accurately reflect our massive change in size and professionalism over the years. We went from a small construction shop to a large-scale progressive builder, and Marketing Eye's team performed all of the necessary steps to revamp our image in an impressive and polished manner. I don't know where we'd be today if it weren't for their meaningful brand that backs our vision so well! //

## SOLUTION

Marketing Eye was the marketing agency who was poised to examine FrameCo's unique needs and craft a carefully thought out implementation plan. Through an intense workshop, Marketing Eye was able to decisively ascertain what FrameCo offered and what their strengths and weaknesses were in the marketing mix respectively.

After a full assessment of FrameCo's core needs was concluded, Marketing Eye proceeded to map out the marketing strategy for the next 12 months, which would include all projects and action items to be focused on.

Once the 12 month marketing strategy was completed and approved by FrameCo, it was time for implementation. This took place gradually as each project was artfully scheduled piece by piece to build the brand foundation from the bottom up, starting with a new logo and tagline. This would set the baseline for color schemes and the overall tone of key messaging across all FrameCo marketing channels. Following soon after, the website underwent a redesign along with all social media profiles and marketing collateral, including sales decks, sell sheets and product flyers.

Marketing Eye placed a significant focus on competitor research and analysis to ensure that the branding efforts were innovative and cutting-edge without overstepping the industry boundaries during any part of the process.

## RESULTS

FrameCo now has a fresh, modern new brand which better resonates with their prospective audience and current customers. The FrameCo sales team is now engaging with more qualified leads and more of them.

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-Jean Wyman, Marketing Principal at FrameCo

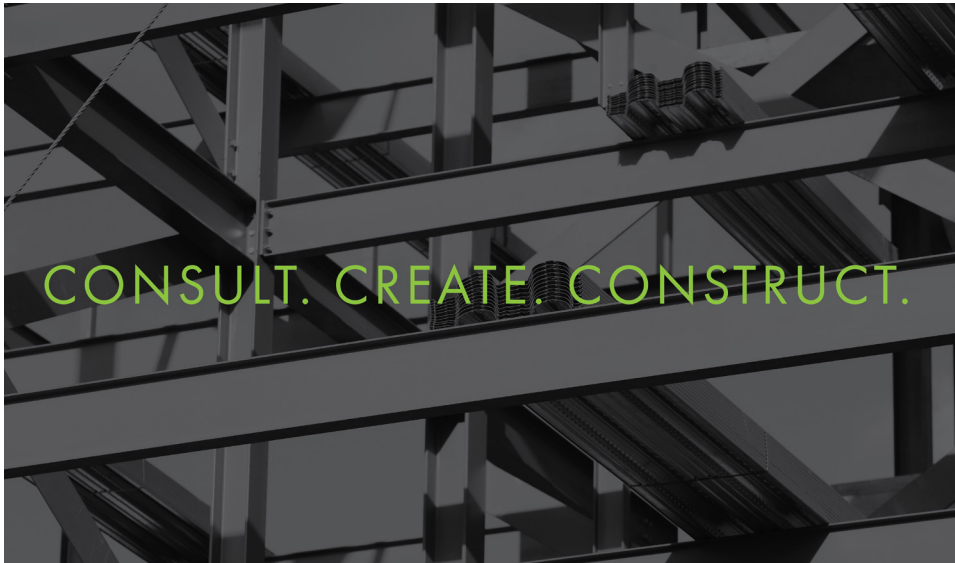
Marketing Eye facilitated the development of all of the key marketing materials used throughout each step of the marketing and sales process. From the core marketing channels which generate mass brand awareness to the lead generation and conversion stages, Marketing Eye worked with FrameCo to seamlessly incorporate the knowledge and expertise of both sides to produce a successful rebranding.

Marketing Eye created a highly detailed marketing strategy with key performance indicators laid out in the open. By doing this, FrameCo maintained full visibility and agreement in the direction of marketing activities. Systematically over the 12 month period of time, Marketing Eye was able to reinvent the FrameCo brand from end-to-end and drive business growth far beyond expectations.





- ## SCOPE OF WORK
- Logo
  - Tagline
  - Brand Style Guide
  - Social Media
  - New Key Messaging Guide
  - Public Relations
  - Sales Brochure
  - Branded Collateral





## ABOUT MARKETING EYE

Based out of the Atlanta Tech Village, Marketing Eye Atlanta is your one stop shop for all of your marketing needs. We essentially become the marketing department for small to medium sized businesses at a low monthly fee. Unlike the typical marketing agency, we integrate technologies into our strategy to ensure we deliver measurable results with the companies we work with.

+1 404.626.8070  
[www.marketingeyeatlanta.com](http://www.marketingeyeatlanta.com)

