Case Study

Architectural Firm Rebrands for Growth



PROBLEM

Edward M. Hatch, Architect was Atlanta's premier architectural firm specializing in construction document peer-review for over two decades when revenue started to decline because of increased competition and a poor online presence. Word-of-mouth marketing, and once-a-year mailings were no longer working to maintain clients and bring referrals in.



SOLUTION

The firm partnered with Hatch Marketing to modernize their brand and marketing strategy. Through the <u>Strategy First Framework</u>, we:

- Developed a holistic marketing strategy that integrated traditional and digital marketing.
- Clearly defined the firm's ideal target personas
- Created a compelling brand identity and positioning for each target market
- Defined key messaging is consistently communicated across all channels/touchpoints
- Website redesigned with the user experience as the focus
- Introduction of SEO-driven content to build brand awareness.



Strategy First Framework



RESULTS

After the Strategy First Engagement, Hatch Marketing continued to provide monthly fractional CMO services + implementation services, leading the firm to recover lost clients, and attract new ones.

After 1 year, the firm achieved:

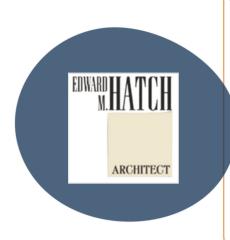




8 Months of Backlog Revenue



82%Conversion
Rate (SQL)





Michelle is a dynamic fractional CMO, successfully leading my firm through a re-branding initiative, website redesign, and new marketing strategy. The work of her and the team completely outperformed our expectations.

Hatch Marketing was a delight to work with, and Michelle brings a keen understanding of marketing service-based businesses.

- Ted Hatch, Owner



HATCH MARKETING PRINCIPLES



Strategy Before Tactics, Always

Marketing only works if you've done your homework and created a holistic strategy that aligns business goals with marketing tactics. Otherwise, you're just guessing.



Digital-First Marketing Approach

87% of customers research products and services online first. Meet them there with a strong digital presence that attracts the right customers at the right time.



Data-Driven Decision Making

Measuring and analyzing marketing efforts is central to achieving meaningful growth, staying flexible, and delivering transformational outcomes.

