

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 Strategy First Framework, 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.



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:



15%
Revenue
Growth



8
Months of
Backlog Revenue



82%
Conversion
Rate (SQL)



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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

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HATCH MARKETING PRINCIPLES

1

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.

2

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.

3

Data-Driven Decision Making

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



HATCH
MARKETING

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