

Ironhorse Management Strategy First Case Study: 2023

Providing Marketing Strategy and a Clear Plan for Revving Up Business Growth

Ironhorse Management



Brian Witt, the owner of Ironhorse Management, was in search of identifying the weaknesses in his marketing strategy and avoiding ineffective tactics. His goal was to find an efficient process that could help grow his business. After reading John Jantsch's books, he was drawn to Duct Tape Marketing's Strategy First offering and expertise. He liked that Duct Tape Marketing works with small businesses in a variety of industries and was hopeful that we could help him identify and outline how to market to his ideal clients.



Client

Ironhorse Management, LLC - <https://www.ironhorsemgmt.com/>

Industry

Commercial and Residential Property Management Services

Location

Bozeman and Gallatin Valley, MT

About

Ironhorse Management LLC has been providing commercial and residential property management services in Bozeman and the Gallatin Valley area since 1979.

Challenge

Brian and his team had struggled to find a marketing strategy that could deliver results. He had previously worked with another marketing company, but found that meeting in-person was challenging for his schedule and their plan was too broad and vague, not drilling down into the specifics as much as he'd like. He sought to find a solution that allowed for virtual discussions and a clear strategy.



Approach

Brian engaged in a multiple-week Strategy First process with Duct Tape marketing, with a comprehensive format 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

Client Feedback

- Duct Tape Marketing had a solid understanding of the his strengths, weaknesses, and goals
- Strategy First process was efficient and streamlined, with clear communication
- Client appreciated the comprehensive approach to marketing strategy and found the competitor research and target personas to be extremely helpful
- Client would recommend Duct Tape Marketing's services to others, without reservation

Results

- ☑ The Strategy First engagement eased the client's anxiety about the marketing process and he felt that he received significant value from the it. He became confident in Duct Tape Marketing's ability to identify weaknesses in his current marketing plan and develop a comprehensive marketing strategy that would attract new business opportunities. As a result, Ironhorse Management moved to a retainer contract with Duct Tape Marketing.

“ Ironhorse Management LLC has been providing commercial and residential property management services in Bozeman and the Gallatin Valley area since 1979. Whether you are searching for an apartment, condo, townhouse or single family home, our dedicated and knowledgeable staff is available to assist you!”

Brian Witt, Ironhorse Management LLC

About Duct Tape Marketing

Duct Tape Marketing is founded on the simple belief that marketing is the most important small business system. And we just so happen to believe that small business owners are the true heroes of business, so we've made it our mission to build, train, support, and teach small business marketing strategies and tactics to as many of these heroes as possible. Learn more about us at www.ducttapemarketing.com.