

Premier Kitchen & Bath: Strategy First Case Study

Positioning the Brand for Sustainable Growth and Rebuilding Online Presence to Drive Qualified Leads





Client

Premier Kitchen & Bath - <https://premierkitchenandbath.com/>

Industry

Kitchen, bath, and whole home remodeling contractor providing full-service design, build, and luxury remodeling services to affluent homeowners.

Location

Greater Phoenix area, with a focus on Scottsdale and Mesa

The Challenge

Premier Kitchen & Bath encountered significant challenges due to ineffective strategies implemented by prior marketing companies. These missteps led to a decimated online presence, wasted marketing investments, and a notable decline in lead generation. Despite their expertise in luxury remodeling, the lack of a cohesive and actionable marketing strategy hindered growth, prompting an urgent need for a reliable, long-term marketing partner to restore their digital visibility and stabilize their sales pipeline.



The Solution

Greg Heden, President of Premier Kitchen & Bath, hired Duct Tape Marketing for a multiple-week Strategy First Engagement that included the following:



Client Feedback

- The client felt that the Strategy First process was highly effective in addressing their marketing challenges and rebuilding their online presence.
- The clarity provided by Duct Tape Marketing's initial assessments and subsequent presentations was instrumental in identifying critical gaps and establishing a cohesive, actionable plan for execution.
- The structured process and timeline, including detailed calls and feedback sessions, ensured seamless communication and a comprehensive understanding of action items and priorities.
- The multi-faceted strategic approach, mapping high-level insights to tactical execution, provided exactly what the client needed to restore confidence and drive sustainable growth.

The Results

- ✔ The Strategy First engagement provided Premier Kitchen & Bath with a clear and actionable plan to address their most pressing marketing challenges. The comprehensive strategy helped the company regain confidence in rebuilding their online presence and driving qualified leads. Armed with a robust execution plan, the team began proactively preparing for anticipated growth and improving operational readiness.
- ✔ The success of the engagement gave President, Greg Heden, and the Premier Kitchen & Bath team the assurance they need to move to a retainer contract with Duct Tape Marketing. Greg also noted that he will recommend Duct Tape Marketing to peers in his industry, further validating the effectiveness of the process. With the strategic foundation now in place, Premier Kitchen & Bath is well-positioned to achieve sustained growth and enhanced visibility in the whole-home remodeling market.

Conclusion

This case study highlights the transformative effect of a well-defined strategy on a business facing complex marketing challenges. By addressing Premier Kitchen & Bath's critical needs with a tailored approach, Duct Tape Marketing empowered the company to stabilize its operations, rebuild its digital presence, and lay the groundwork for growth in the Greater Phoenix market.

**Unlock Growth for Your Business
Contact Duct Tape Marketing Today!**

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