



Laying the Foundation for Marketing Success

Marketing • Lead Generation • Sales Support





If You Build it ... We've Probably Marketed it

Over the decades, Conach has worked for dozens of construction clients, from trades to construction firms. Conach acts as an outsourced marketing partner for our construction clients, offering an extensive range of marketing, lead generation, and sales support services. Our approach is like the Design Build delivery method. We work with you throughout the strategy, planning, design, production, and implementation processes. This "fast track" approach lowers costs and gains results more quickly.

Proven Results

Whether it's an individual project, a targeted campaign, or an ongoing multi-tactic program, our unique business model delivers exceptional service and value. Here are just a few examples:

Mid-Michigan Construction Firm

This contractor that had primarily worked in the industrial market for over sixty years. With the activity in the church and medical construction, they wanted to target these markets aggressively. We created a marketing plan that focused on each niche market with targeted material and messaging. The results:

- The client was able to **break into both markets**, building **dozens of new projects**.
- One of the projects was the largest up to that time, a **\$16,000,000 church project**.
- Over a four-year period, the annual sales **grew from \$10 million to \$30 million**.

Second Generation Construction Provider

The next generation of this company was looking to secure larger contracts from national retail, restaurant chains, and large school districts. After reviewing their current material, we determined that their existing brand was not comparable to their larger competitors. Once we updated their messaging and image, we launched a lead generation and sales program. The result of the program:

- Awarded their **first large school district project – an over \$17 million CM contract**
- Secured a **long-term contract to retrofit McDonald restaurants** statewide.
- Sales grew from **\$40 million to nearly \$200 million** in five years.

Foundation and Masonry Contractor

A poured wall contractor felt that no type of marketing would help them increase sales because they had to sell on price. We created messages to educate the builders that it was less expensive to work with them because of the guarantees they offered. The result:

- An increase in contracts and a **312% return on their marketing investment**.

Commercial Roofing Contractor

A vinyl roof contractor needed to increase sales. We developed a program to cross-sell both new installation and repair services by focusing on repair services. An on-demand mail program was triggered immediately after the area experienced significant rainfall. The result:

- Leads on **repair work nearly doubled** and frequently turned into **new roof projects**.



CLIENTS ON CONACH

Pumford Construction

"During the period of time in which Pumford Construction grew from 10 million dollars in annual sales to 50 million per year, we engaged Paul to help us create an efficient and effective marketing program. At the time, we were re-engineering the company to take advantage of our strengths and shore up our weaknesses. Because of this reorganization, we needed to get the right message to the right customers at the right time."

"It is important to realize; Paul recommended we try methods that contractors had not used before. Some of the tactics were videos and brochures that targeted each niche market as a stand-alone specialty. Paul helped us manage the process with creativity but adhered to the budget. In the end, what made the difference, was his understanding of the result. Paul understood our business, our unique strengths, the psychology of the buyer, and crafted messages that spoke to our most probable customer. The results speak for themselves."

- Mark Pumford, Former President

Moyle Construction

"I would highly recommend Conach. I would tell referrals to expect extreme professional, but with a sense of humor that makes Conach easy to work with. As a result of working with Conach, we have been able to get our name out to the markets we serve. First and foremost, Conach is always willing to jump on whatever project we need completed...no matter what the timeline. It's that flexibility that really shows me Conach's dedication to their clients."

- Elizabeth Orwin, Former Project Manager and Marketing Coordinator

SunGlo Services

"As a small business, we often need sales and marketing help quickly. Conach Marketing Group provides a full spectrum of marketing solutions for SunGlo. The services include brand development, web design and management, Internet marketing and development of sales materials. We have a great new logo design, sales material, and a more significant social media presence, which we feel will have a positive impact on our top and bottom line."

When you work with Conach, you can expect a highly collaborative relationship. Mike and Paul bring a lot of expertise to the table. That experience, balanced with an approach that uncovers our needs and goals, has been highly beneficial for SunGlo. In addition to their professionalism, they are great guys and fun to work with."

- Matt Guerin, Former Director of Sales & Marketing



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