



CASE STUDY

Brand Evolution for a General Contractor

Introduction

Minnesota Fine Homes is an artisan home building and remodeling company recognized for impeccable service and skilled craftsmanship. As a family-owned, Minnesota-based general contractor, clients laud their personalized attention, clear communication, and worry-free experience. They pride themselves on identifying the right client and project fit which provides them the opportunity to showcase unique designs and custom features.



Challenge

Minnesota Fine Home's journey began nearly 20 years ago when founder Rob Robertson started RMR Carpentry. The small contracting and building company quickly grew into a thriving business, that found themselves focusing more on unique and complex home transformation projects. Approximately five years ago, they embarked on a strategic shift by rebranding and targeting luxury, custom, whole-home remodels and new builds. "We aren't looking for the next project, but the right project," explains Amber Ellison, Operations Manager for Minnesota Fine Homes. "Our focus has changed over the past few years and finding the right customer fit can be challenging and time consuming."

As the company continued on its new direction, they identified challenges and opportunities to better define their industry niche and target prospective clients, including:

- Ensuring their overall messaging represented their new company strategy and brand
- Targeting the right clients with service descriptions reflecting their focus on broad scale building and remodeling jobs
- Streamlining the customer acquisition process to improve their commercial efficiency
- Differentiating themselves in a crowded, high-end general contractor market

Overall, the Minnesota Fine Homes team wanted to become more efficient and focused with their sales and marketing investments, target their ideal prospects and projects, and grow.

Solution

Wild Plum to the rescue! The team began with a thorough assessment of their current strategy and target market, as well as their website, collateral, and client inquiry form. The ideal place to start was taking a fresh look at their messaging foundation to ensure it aligned to their new brand.

The project kicked-off with an interactive brand and messaging workshop to capture the finer details of the company, ecosystem, and aspirations. From there, Wild Plum developed guidelines, tools, and content that punctuated their brand and marketing efforts. This included:

1. A customer persona profile to guide their messaging, content creation, targeted campaigns, and customer experiences.
2. A messaging framework and guideline that included tone of voice, copywriting considerations, key words for search engine optimization, as well as Minnesota Fine Homes mission, vision, values, an updated company description, messaging pillars, and a recommended tagline.
3. Example headlines aligned to their messaging pillars and sample social, search post, web and advertisement copy using their new messaging construct.
4. Tips and guidelines to create and evaluate content more easily.
5. Survey improvement recommendations with pointed questions to get to the right clients, faster.

“Wild Plum was able to quickly identify what makes our company special and create messaging that is uniquely us and captures the essence of our work,” said Ellison.

Results

Thanks to the brand strategy work with Wild Plum, Minnesota Fine Homes’ messaging now works harmoniously with the unique craftsmanship of their work and speaks to their buyer. They are set up for success with engaging messaging and an easy-to-follow communications “blueprint” to reach their ideal customers and identify the right opportunities more quickly.

Ellison concluded, “working with Wild Plum was so easy and fun. They really took the time to understand our needs and bring us solutions we couldn’t have imagined. They really got us. They’ve elevated our brand to truly align with our workmanship, customers, and aspirations. We love it!”



Reach out to us at hello@wildplummarketing.com.

We can't wait to work with you.