



Case Study

2008-2011

R.M. Buck Builders, Inc.
Johns Island, South Carolina

www.rmbuckbuilders.com

THE CLIENT: For two decades, Bob and Renae Buck, and now son, Ryan have built many of the finest custom homes on Kiawah and Seabrook. The company motto, "Attention to detail, only a family builder can provide," is the bedrock upon which the company continues to grow and prosper. Satisfied clients are the best spokespersons for Buck Builders, and the best source for new and repeat business.

THE CHALLENGE: No print collateral, old photography, 6 year-old website. When Ryan Buck contacted SMS three years ago, he was aware that although the company had excellent referral business from past customers; with the downturn in the economy, Buck knew they had to create name recognition in the market. Buck had great customer testimonials but no way to convey the information. Their photography was out dated; they had no printed collateral for prospects or layouts for ads in local magazines; RMBB had a 6 year old, outdated website.

THE SOLUTION: To create the building blocks for a rebranding campaign, SMS hired a superb, local architectural photographer to capture quality and detail of the fine homes built by RMBB. SMS then rewrote and assembled all customer testimonials, refreshing old material, and adding new content.

SMS PRINT COLLATERAL AND LOCAL ADS: SMS used the new photography to create full page ads in local real estate publications. We designed a two-pocket presentation folder for prospects. In one pocket SMS wrote and inserted 8 pages highlighting RMBB Customer Testimonials, Company History, Property Management, Green Philosophy, etc. In the other pocket we used elegant photo inserts; each designed to capture one or more features of the exquisite homes by R.M. Buck Builders.

SMS REFRESHED WEBSITE: For economic reasons, RMBB chose not to build a new website. Instead, they asked SMS to refresh the content and photography of their old website. Not only was the entire website rewritten, we added new photos, customer testimonials, new navigation links and a photo gallery.

SMS INDUSTRY EXPERT: SMS provided an industry expert to write the copy for the refreshed website. The content and photos on the website were optimized for maximum search engine results.

Strategic Marketing Services of Charleston, South Carolina is the marketing, branding and communications company responsible for producing this print campaign and stunning website for R.M. Buck Builders. **For your new website or next print campaign, give us a call.**

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