

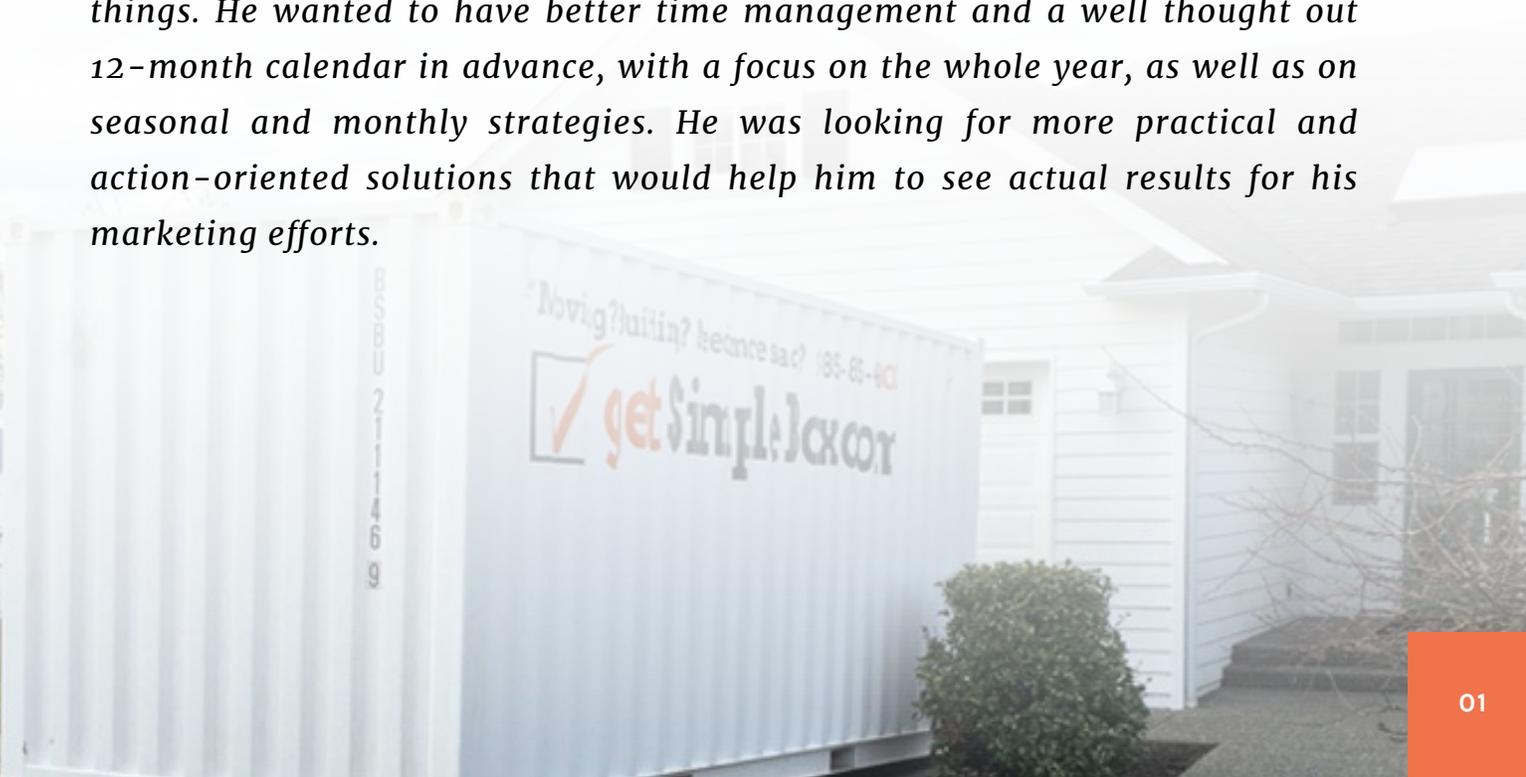
Get Simple Box Strategy First Case Study: 2023

Providing Marketing Strategy and Brand Clarity for Business Expansion

Get Simple Box



With a growing company looking to expand into a larger national footprint, Ross Black, CEO & Founder of Get Simple Box, was feeling frustrated and lacking confidence in his marketing team's abilities. He felt that they were too reactive and dependent on his ideas, rather than having a structured and proactive approach. Ross was struggling with not having a clear marketing plan for his business and felt that he was fumbling his way through things. He wanted to have better time management and a well thought out 12-month calendar in advance, with a focus on the whole year, as well as on seasonal and monthly strategies. He was looking for more practical and action-oriented solutions that would help him to see actual results for his marketing efforts.



Client

Get Simple Box - <https://getsimplebox.com/>

Industry

Shipping & Storage Container Solutions

Location

Multiple U.S. locations

About

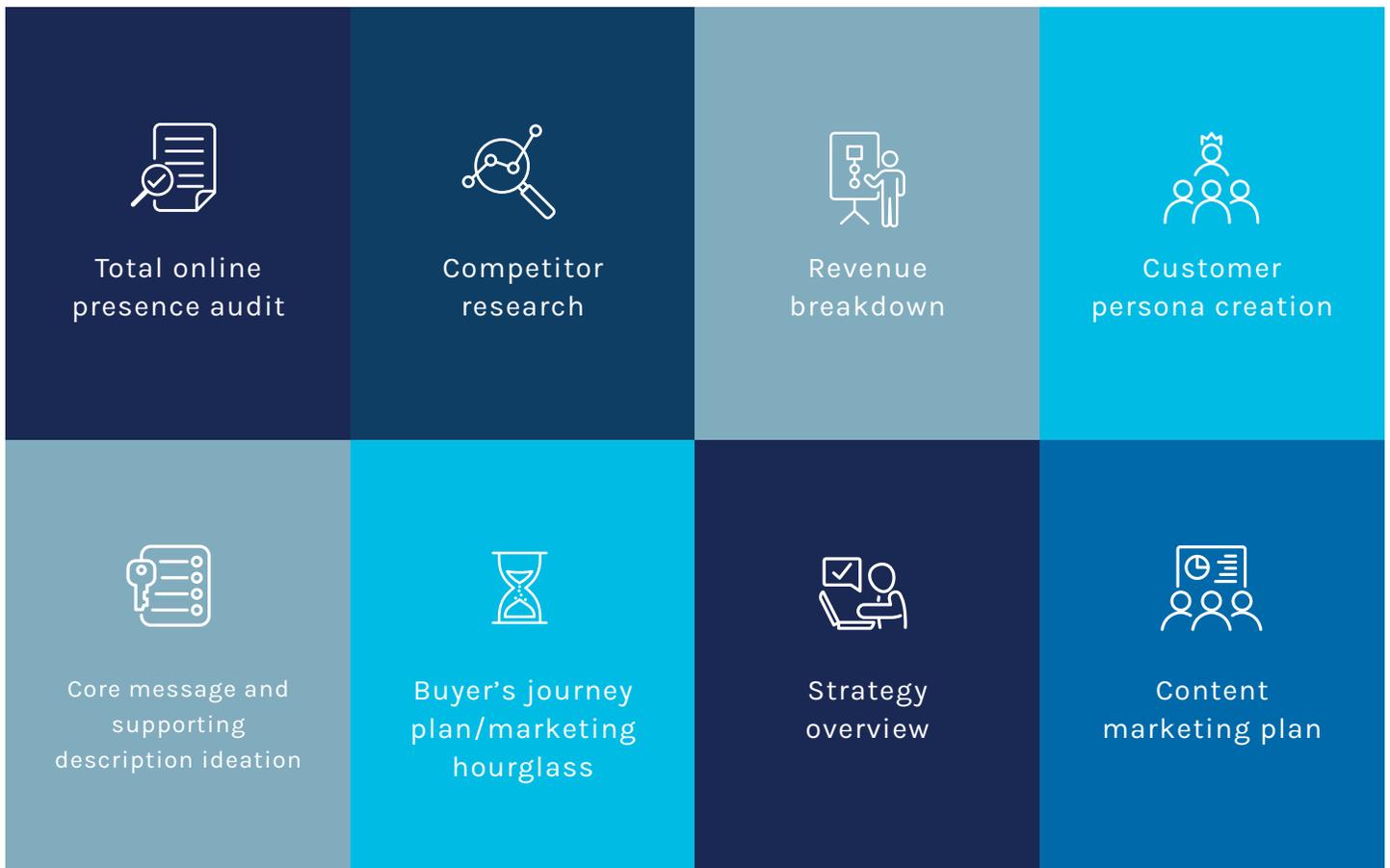
Get Simple Box provides simple, secure, and affordable storage container solutions for residential and commercial use.

Challenge

Ross was struggling to create a clear and effective marketing plan for his business. There were gaps in his marketing that needed to be filled and he wanted a clear direction that would help set him up for success, with the goal of expanding into additional markets. He had previously engaged with another marketing agency in hopes of receiving ongoing support, only to be met with a StoryBrand approach that was hyper-focused on one key area and methodology vs. a comprehensive, multi-faceted approach that he sorely needed.

Approach

Ross engaged in a multiple-week Strategy First process with Duct Tape marketing, with a comprehensive workshop approach that included the following:



Client Feedback

- Client received clear communication and guidance from the Duct Tape Marketing team, reducing his anxiety about the marketing process.
- Client appreciated the structure and organization that Duct Tape Marketing provided.
- The Strategy First process was more practical and action-oriented than previous experiences with other marketing companies and frameworks.
- The process helped the client by breaking down their marketing goals into manageable categories and scripting out timelines for execution.

Results

- ✔ As a result of the Strategy First engagement, the client received much needed clarity about his business and what was and wasn't working. His confidence in Duct Tape Marketing's ability to envision a clear and effective marketing strategy that would transform Get Simple Box, resulted in the signing of a marketing retainer contract with Duct Tape Marketing.

“Our core value is to make a difference as a company. Simple Box gives us a tremendous opportunity to serve people in need of storage. But the thing we are most passionate about is using our time, talent, and treasure to care for the needs of orphans and widows.”

Ross Black, Get Simple Box

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.