From Digital Inconsistency to Real Business Opportunities

How an ongoing media marketing partnership helped a Michigan small business strengthen its online presence and develop new business opportunities.

Client: Michigan Residential Construction Company
Industry: Residential Construction & Custom Home Building
Engagement: Ongoing Media Marketing Partnership

Services: Media Marketing Consultation | Media Marketing Solutions | Commercial Video Production

The Challenge

An established Michigan residential construction company needed a more effective and coordinated approach to its digital presence.

Its existing website contained excessive and repetitive content, keyword-heavy messaging, and imagery that did not accurately reflect its Michigan market.

The company's Google Business Profile was incomplete and inconsistently maintained, social media activity lacked consistency, and its YouTube presence was undeveloped.

Despite approximately three years in business, the company had struggled to generate meaningful leads for its custom home-building services.

The challenge extended beyond individual marketing platforms. The business needed a unified strategy that would improve its presentation, strengthen its visibility, and support its business development efforts.

Our Strategy

MI Media Harbor began by developing a comprehensive plan to rebuild the company's digital presence, starting with a complete website redevelopment.

The objective was to establish clearer messaging, relevant visual content, improved organization, and a more purposeful approach to search engine optimization.

Rather than addressing each platform separately, MI Media Harbor worked simultaneously to improve the company's website, Google Business Profile, Facebook, Instagram, and YouTube presence.

This coordinated approach helped establish greater consistency across the company's digital platforms while creating a foundation for ongoing marketing initiatives.

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Our Solutions

Website Development & SEO

Rebuilt the company's website from the ground up, including design, content development, imagery, page structure, and search engine optimization.

Ongoing research, content updates, and SEO refinements continue to support the company's evolving services and digital presence.

Digital Profiles & Social Media

Updated and coordinated the company's online business profiles and social media channels, focusing on consistent messaging, accurate information, relevant content, and regular activity.

Photography & Commercial Video Production

Captured, organized, and edited original photography and video footage from construction sites and projects.

These materials provide authentic visual content that showcases the company's work, construction processes, and services across its marketing channels.

Prospecting & Business Development Support

Implemented ongoing prospecting through social media and email outreach to identify potential customers, build connections, and support new business opportunities.

Ongoing Media Marketing Direction

Established an ongoing working relationship with four scheduled virtual meetings each month to review projects, discuss analytics, evaluate marketing efforts, and determine next steps.

Frequent communication beyond scheduled meetings allows MI Media Harbor to remain responsive to the client's developing needs and business priorities.

The Results

The client began experiencing noticeable improvements in its digital presence and business activity following the implementation of a coordinated marketing approach.

Within approximately 90 days, the business began receiving calls from prospective customers.

During the ongoing engagement, the company developed more than six promising custom-home-building leads, with three progressing to signed construction contracts.

Key outcomes include:

- **6+ promising custom-home-building leads** developed during the engagement.
- **3 signed construction contracts**, all secured after MI Media Harbor began working

with the client.

- **Increased digital activity**, including reported growth in website traffic, business profile activity, and social media engagement.
- **Greater business activity**, including a significant increase in the client's workload.
- **Improved digital infrastructure**, supported by a rebuilt website, coordinated business profiles, original media content, and ongoing marketing initiatives.

The client has acknowledged the improvements, the work performed, and the positive progress achieved through the partnership.

While individual business opportunities cannot be attributed exclusively to specific marketing activities, these developments represent meaningful progress alongside the company's strengthened digital presence and ongoing business development efforts.

The Value of an Ongoing Partnership

For small businesses, effective media marketing requires more than a website, occasional social media posts, or individual promotional videos.

It requires consistent direction, relevant content, and the ability to adapt marketing efforts as business needs evolve.

Through this partnership, MI Media Harbor serves as an ongoing media marketing resource, bringing consultation, creative production, digital development, and marketing execution together under one coordinated approach.

Rather than managing disconnected services, the client benefits from direct communication, regular strategic discussions, and hands-on support from a partner familiar with its operations and goals.

The MI Media Harbor Difference

Great media should do more than look good. It should serve a purpose.

At MI Media Harbor, our focus is on understanding each client's business, identifying opportunities, and developing practical media marketing solutions that support their goals.

From initial consultation through ongoing implementation, we help businesses connect their strategy, messaging, and media production into a more cohesive marketing effort.

Looking for an ongoing media marketing partner?

MI Media Harbor provides media marketing consultation, solutions, and commercial video production for businesses seeking a more coordinated approach to their digital presence and business development.

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