

The Challenge

- **Market Confusion:** Three distinct markets, one confused brand message.
- **Brand Confusion:** Lack of segmented marketing for TuffX's three distinct markets.
- **Unclear Messaging:** The website was serving neither trade nor consumer customers properly.

Built for Marketing's Solution

- **Targeted Strategy:** Segmented marketing plan tailored to TuffX's key markets.
- **Comprehensive Plan:** Focus on products with the greatest potential for growth as part of Targeted Strategy
- **New Website Launch + New Brand:** Created a new rooflight branded website* for consumer clarity and SEO boost.
- **Aligned Resources:** Streamlined external marketing efforts and introduced clear brand guidelines.

The Results

224,000 boosted reach

On Instagram and Facebook in July 24, up from 109,000 in September 23

3700+ LinkedIn impressions

In June 2024, up from under 500 in March.

34.9% average open rate

For email marketing and 12.3% click rate on targeted campaigns.

TRANSFORMING STRATEGY INTO SUCCESS

TuffX's Marketing Revolution

(*) The new brand and website name is undisclosed due to confidentiality issues.

BUILT FOR MARKETING

built for:
marketing

CMA AWARDS 2024 | STRATEGIC PLANNING & MANAGEMENT