



THE MISSION:

After rebranding two of owner and operator Dylan Tremblay's woodworking service-based businesses, he decided to incorporate the two businesses and bring them together under one roof online. With North Country Companies Inc., the main goal of this project would be to create a strong brand foundation for the company and streamline the sales process by weeding out lower quality leads and educate the public of general contracting services that were locally available to them.

THE OUTCOME:

Staying true to the company's core values of an expert level of craftsmanship, prioritizing quality over cost, and the maintaining the integrity of each project, we made sure to highlight each of these aspects into each aspect of the customer's journey in the sales experience. No corners would ever be cut to degrade quality of materials or rush through a job to try and hit a lower than necessary budgetary mark.

THE IMPACT:

With a newly created branding experience and website, exposure, engagement and scalability of business all rose exponentially. With a business that heavily relied on word-of-mouth referrals, a strong website now showcased social proof for new potential customers. The new visually charged branding materials and website allowed for showcasing of previous work and the nitty gritty of the process, resulting in conversion rates soaring. In addition to powerful conversion rates, more direct and straightforward questions were being implemented on forms to vet out and remove lower quality leads. North Country Companies has been able to thrive in their market and expand to handle not only larger projects but also expand their market reach to surrounding areas.

QUALITY, INTEGRITY & VALUE: REBRANDING FAMILY OWNED & OPERATED WOODWORKING BUSINESS WITH NEW STAND OUT WEBSITE

SERVICES

Branding/Rebranding
Art Direction
Business Card Designs
Photography
Website Design

Vehicle Wrap Design
Copywriting
Social Media Templates
Brand Guidelines



ABOUT THE CLIENT:

North Country Companies Inc. is a full-service, family owned, and operated woodworking shop based out of Stoughton, Massachusetts. Owner and operator, Dylan Tremblay, incorporated his two previous business ventures of North Country Woodworking and North Country Home Services together to bring customers superior woodworking and general contracting services all under one roof. Using only the highest quality hardwoods, milled from rough lumber, every item is 100% hand crafted in house for immaculate levels of craftsmanship and quality standards. With a company vision placing quality, integrity and value above all else, North Country Companies Inc brings comprehensive services and care to each and every project to enhance customers' homes and lives.

THE GOAL:

With North Country Companies Inc., the main goal of this project would be to create a strong brand foundation that would speak to the core values that help drive every project in a clear and concise web presence.

THE GAP:

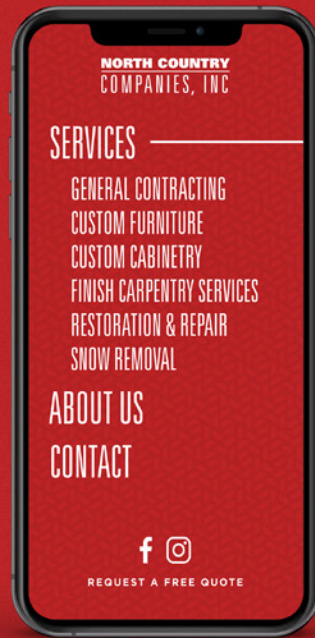
With rebranding and setting up a strong presence online, the sales funnel would help establish solid solutions to the problems that Tremblay was facing. With a well-designed sales funnel on the new website, we would be able to cut down on less qualified leads through more direct, targeted questions related to the project to help maximize higher conversion rates. These higher conversion rates paired with a more engaging brand presence would make it easier for Tremblay and his team to scale the business both in terms of profits and in market reach.

THE DECIDING FACTOR/GAMBLE:

Dylan Tremblay had been in business for some time as a veteran owned and operated business creating custom wood projects and general contracting services. Despite being in business for a while, he was still falling prey to the pitfalls of a company in the infancy stages of wasted time, money and energy on leads that didn't pan out for various reasons. It seemed that several of the jobs he quoted were met with similar marks of people looking for a better deal or knowing someone who could "do it cheaper".

As a service provider that relies heavily on word-of-mouth advertising and referrals, this can be a dangerous trap. If a business consistently folds to battle for the lowest price offered, that business always leaves the door open for the customer to continually prioritize a cheaper price over quality. With North Country Companies Inc being built on quality and length of life of items over budget pricing, Dylan was able to hold his ground and reiterate his stance. He knew that he would have to improve his screening process to some degree to make sure that he would spend less time chasing dead end leads and more time on his craft and bringing a superior product to current and future customers.

With networking being a huge factor of success in every business, Tremblay had seen some work that was done for a previous client of SWTL Design Co and was looking to connect in hopes to do the same. After swapping some contact information with the previous client, we were ready to have our introductory meeting and begin to layout a framework for our collaborative efforts.



THE DISCOVERY PROCESS:

During our discovery process, we started at the very basics by breaking down the why behind North Country Companies Inc. and what audience they serve. North Country Companies Inc. exists to bring customers only the highest quality custom wood projects made with care and an immaculate attention to detail that are made to last a lifetime and beyond. Their customer base is anyone who owns a home and wants to make it stand out in each and every aspect.

We wanted to make sure that all messaging stayed consistent and held the same goal in mind, to make sure that their target audience was being served correctly. North Country Companies Inc. is not your average contractor that comes in and destroys houses and makes a mess of customers' homes. They don't cut any corners ever and every item they work on is hand crafted with the highest attention to detail and care to ensure the customer is getting what they pay for. North Country Companies Inc. is not your cheapest alternative supplier or contractor. They pride themselves on quality that will last instead of trying to win out on who can do the job the cheapest.

We were able to set up a simple responsive brand system, establish clear brand guides, and set up multiple wireframes to make sure each web page was perfect before we began implementing the full website build. During this phase of the process, there was ample feedback and constructive criticism on both ends to help enhance the final deliverables.

Much like his expertly crafted wooden creations, a lot more work goes into both the branding process and the building of a website than most people see. It is easy to see a finished piece in its environment without paying much attention to the care and attention to detail that goes into each part of the project.

THE GAIN:

With a newly created branding experience and website, exposure, engagement and scalability of business all rose exponentially. With a business that heavily relied on word-of-mouth referrals, a strong website now showcased social proof for new potential customers. The new visually charged branding materials and website allowed for showcasing of previous work and the nitty gritty of the process, resulting in conversion rates soaring. In addition to powerful conversion rates, more direct and straightforward questions were being implemented on forms to vet out and remove lower quality leads. North Country Companies has been able to thrive in their market and expand to handle not only larger projects but also expand their market reach to surrounding areas.

"IF YOU'RE LOOKING FOR AN ARTIST THAT HAS YOUR BEST INTEREST IN MIND AND KEEPS YOU FOCUSED ON THE BEST END RESULTS, THEN SWTL DESIGN HAS YOU COVERED. I'VE GOTTEN A LOT OF COMPLIMENTS ON MY TRUCK, TRAILER WRAP AND MOST IMPORTANTLY MY WEBSITE. ALL OF THE IMPORTANT INFORMATION IS HIGHLY VISIBLE FROM A DISTANCE AND WORKS LIKE A CHARM FOR GETTING MORE EYES ON OUR BUSINESS. EXCELLENT CUSTOMER SERVICE AND PROFESSIONALISM ACROSS THE BOARD."

DYLAN TREMBLAY
NORTH COUNTRY COMPANIES, INC.
OWNER & OPERATOR





ARE YOU READY TO TELL YOUR STORY?

GET IN TOUCH TO DISCUSS YOUR NEXT
PROJECT & SEE IF WE'RE A GOOD FIT

INSTAGRAM

DRIBBBLE

BEHANCE

WEBSITE

EMAIL

PINTEREST

SWTL^{CO}DESIGN