



**Brett Bailey , Marketing Manager,  
Creative Stone**

From humble beginnings Creative Stone has grown into a leader in the simulated stone industry in South Africa. With three specialised factories, they manufacture flagstone, cobbles and cladding ranges that can be used for driveways, entertainment areas, sidewalks, pathways, patios, pool surrounds, walls and fire pits.

With an unrelenting commitment to uphold the highest standards of manufacturing, precise craftsmanship and the enduring quality of their products, Creative Stone have become a trusted partner for architects, landscapers and discerning homeowners.



## CHALLENGE

Creative Stone had no clear marketing plan. They wanted to grow the business further but lacked the knowledge and vision to do so through their marketing. The challenge for them was in developing and consistently executing strategies that aligned with their overall business objectives.

## INSIGHTS

What Creative Stone needed was a trusted partner—someone who could provide a sound strategy and journey.

Brightside Marketing partnered with GROW Marketing, to conduct an in-depth audit on the business and its current marketing tactics, pointing out areas for improvement, which were then used to develop a strategic marketing plan, giving Creative Stone a clear-cut plan on where they needed to go, and what they needed to do to get there.

 *Before Brightside Marketing, our marketing was all over the place and if something didn't get done we had no clear answer as to why* 

**Brett Bailey, Sales and Marketing Manager, Creative Stone**

## CORE MARKETING ISSUES IDENTIFIED

- Lacked an integrated and holistic marketing strategy
- Marketing was tactical and adhoc
- Digital presence (website) was not integrated into the brand and brand experience
- Social media was one dimensional and not updated with impactful content
- Wanted to get more business from existing partners and find new partners
- Facebook following was 'purchased' with the wrong audience and low engagement

## SOLUTION

We needed to get the brand in front of the right audience and to educate them on their offering in a way that was easily understood. Thanks to a well-articulated strategy with a unique blend of marketing tactics, we were able to guide and support Creative Stone toward meeting its marketing and business objectives.

- A branding and marketing strategy was developed
- Creative Stone's ideal target market was identified
- Compelling positioning was created for each target market
- Key messaging was crafted and consistently communicated across all marketing channels and touchpoints
- Marketing activities aligned to the strategy and key objectives were implemented
- Website was re-designed with the user experience at the heart
- Social content was expanded to include videos and reels
- SEO driven content was introduced through blogs
- Quarterly newsletters showcasing successes and thought-leadership were distributed to keep Creative Stone top of mind with existing clients and prospects
- Radio advertising was introduced to appeal to a larger audience of prospective clients
- Monthly reports were introduced to track website visitors, contact forms completed, social posts performance, AdWords performance and quotes issued & accepted

## RESULTS

### A marketing engine that works

Consistency is key – Three years into our partnership and 2022 has been one of the best years yet for Creative Stone, with high quality leads coming in from various sources. (Even their sales team say that they may be too busy now 😊)

Not only is the marketing working, but their teams are working better together, and they've seen real business results.

*Our marketing engine is working, we are doing a number of different things consistently and well, and it's all working together; it's not one thing that's delivering results, it's the combination of everything. The biggest benefit to partnering with Brightside Marketing is their team. Their knowledge and attention to detail ensures that our marketing always has purpose. That's something we were really lacking.*

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