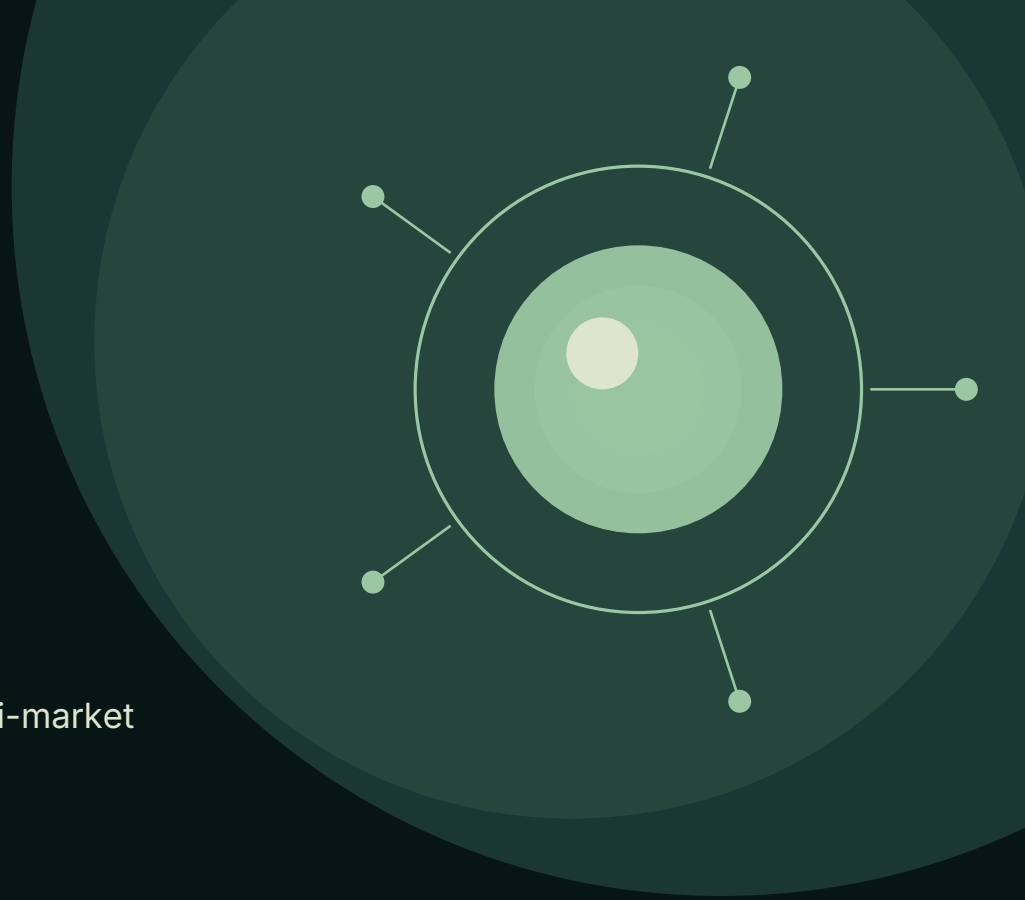


CLIENT IDENTITY REDACTED

GROWTH STRATEGY CASE STUDY

Colorado Micro-Market Growth Playbook

Integrated market activation, operating roadmap and incrementality design for a multi-market home services brand.



GROWTH STRATEGY

LOCAL ACTIVATION

SYNTHETIC CONTROLS

DiD

ORB CONSULTING

Fractional CMO strategy + growth operations

ORB CONSULTING

1 / 7

Strong individual programs had not yet become one market-level system

The client needed to learn whether concentrated, synchronized activation could outperform distributed investment across a seasonal home-services market.

2

Defined Colorado treatment micro-markets

90 days

Coordinated pilot window with a seasonal taper

6

Connected activation workstreams in one playbook

1

Executive business question guiding every channel

STARTING CONDITION

- Paid media, direct mail, events and field activity operated as separate programs.
- Market investment was distributed, limiting localized frequency and reinforcement.
- Channel attribution could not isolate the combined effect of market saturation.
- Control-market rules, decision rights and exposure logging were not standardized.
- Seasonality and sales capacity could distort a simple before-and-after readout.

BUSINESS QUESTION

Can concentrated multi-channel investment within defined micro-markets generate greater business impact than traditional distributed spend?

THE PILOT WAS DESIGNED TO ANSWER

a business question - not a channel question.

Every workstream reinforced the same local-market signal

The strategy synchronized demand creation, demand capture, local proof and field execution rather than optimizing each tactic in isolation.

1

PAID MEDIA

Geo-saturation, audience layering, localized creative and search demand capture.

2

DIRECT MAIL

Shared household targeting, repeated drops and digital reinforcement.

3

COMMUNITY

Local events, sponsorships and partnerships selected for homeowner relevance.

4

FIELD + REFERRALS

Ambassadors, canvassing, yard signs and customer referral activation.

5

LOCAL CONTENT

City-level proof, testimonials, educational content and install stories.

6

MEASUREMENT

Exposure logs, treatment controls, KPI hierarchy and weekly steering.



ONE LOCAL-MARKET EXPERIENCE

Repeated exposure across media, mail, community and field channels was designed to make the brand feel locally established - then convert that familiarity into qualified demand.

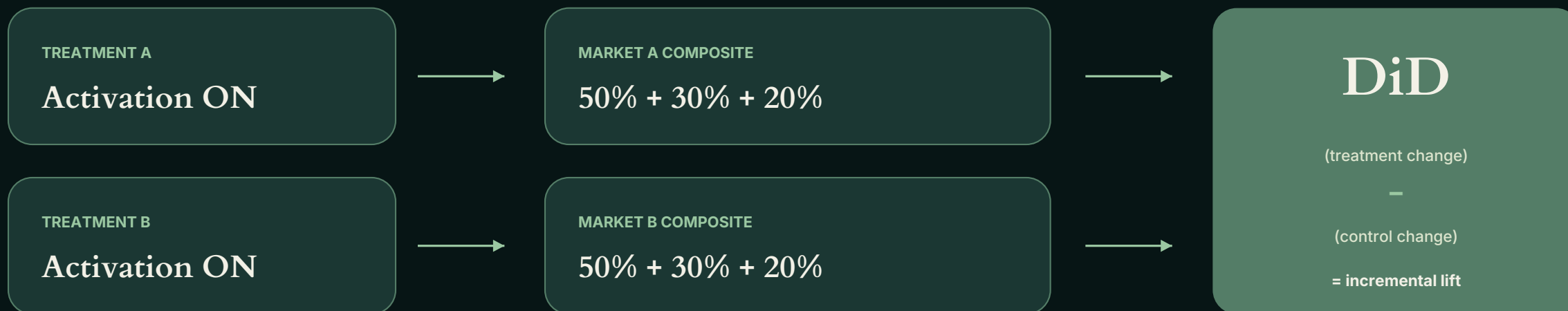
A defensible readout required more than campaign attribution

The pilot paired two treatment markets with independently weighted composite benchmarks and a difference-in-differences readout.

TREATMENT DESIGN

COMPOSITE BENCHMARKS

INCREMENTAL READOUT



MATCHING INPUTS

CRM scale

Conversion behavior

Revenue profile

Housing fit

Demographics

Climate + utility

Controls remained business-as-usual; no incremental mail, events, field activation or localized paid boosts.

The playbook translated strategy into a cross-functional launch system

A shared roadmap connected planning, creative, vendors, paid media, field teams, community activation and measurement to the same pilot cadence.



EXECUTION SYSTEM

STRATEGY + GOVERNANCE	Pilot lead	Steering cadence, decisions, change control
MEDIA + AUDIENCES	Channel teams	Geo deployment, demand capture, budget shifts
CREATIVE + CONTENT	Brand team	Localized proof, educational assets, production
FIELD + COMMUNITY	Market teams	Events, partnerships, canvassing, referrals
MEASUREMENT	Pilot lead + analytics	Exposure log, KPI dashboard, DiD readout

Guardrails protected the test from operational and measurement noise

The pilot needed a clear exposure boundary, change-control rules and interpretation standards so leadership could trust the final readout.

CONTROL INTEGRITY

Keep comparison markets business-as-usual and document any contamination.

PROMOTION CONTROL

Avoid isolated discounts or offers that create an unplanned treatment variable.

CAPACITY CHECK

Track booking latency and sales capacity so constrained demand is not misread as weak marketing.

EXPOSURE LOG

Record mail drops, events, budget moves and local activations by date and market.

SEASONALITY

Use matched-market change and a planned taper rather than a simple pre/post comparison.

DECISION RIGHTS

Route material changes through a weekly steering cadence with named owners.

WHAT THE PILOT CAN ANSWER

Whether the synchronized market strategy produced incremental business lift.

WHAT IT CANNOT ISOLATE

The standalone causal contribution of each channel.

The engagement produced a repeatable market-growth operating system

The deliverable combined executive strategy, activation planning and incrementality measurement into one launch-ready framework.

VERIFIED DELIVERABLES

- Executive pilot proposal and business hypothesis
- Two-market activation architecture and channel playbook
- Market, audience and direct-mail planning framework
- Cross-functional Gantt, milestone and content-production roadmap
- CRM- and enrichment-based control-market selection model
- Weighted synthetic controls and difference-in-differences readout plan
- KPI hierarchy, governance rules and executive scale criteria

ENGAGEMENT MILESTONE

Pilot approved

Strategy, workstreams and measurement design advanced into coordinated launch preparation.

RESPONSIBLE OUTCOME FRAMING

Incremental SQL, revenue, CAC and awareness outcomes will only be reported after the pilot window and final DiD validation.



ORB CONSULTING

Growth strategy designed to be executable, measurable and scalable across future markets.