



Marketing Overhaul FortéOne

by Manda Szewczyk

Original Materials

The original FortéOne materials were uninspired and didn't stand out. Even more concerning, they lacked a coherent message and left prospects confused.

Their website had been recently launched, but was filled with generic stock photos and overwhelmed users with long-winded content and poor usability.

What is SmartScaleSM

FortéOne

FortéOne
Maximizing the Middle Market.

Prepared for **DEDICATED COMPUTING**

**BUSINESS ASSESSMENT
FINAL PRESENTATION**
UPDATED JUNE 7, 2021

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FortéOne

FortéOne Industries Results Insights About Us Careers

The Accelerator for the Middle Market

Accelerating Growth and Maximizing Enterprise Value for Middle Market Businesses

The Position of Choice

The Founder's Trap occurs when a leader is so essential to a company's day-to-day operations that the business requires their continued daily involvement to sustain and grow. Until they escape that role, the Position of Choice will remain out of reach.

LEARN MORE >

FortéOne has been serving the needs of our sponsor and closely held business founder clients for 22 years

We're not traditional consultants. We're operating partners — who all come from industry.

We have led departments, built middle market businesses, and owned and exited those businesses successfully — many times over.

Organizations tend to embrace our team internally, realizing that our folks have walked in their shoes, faced similar challenges, and solved similar problems.

We're working hand-in-hand — without resistance — which allows us to deliver greater (and faster) results.

Download Results

Our people are the A-team of the C-suite.

FortéOne employs experienced business operators with three critical attributes: a solid base of hands-on experience, a track record of superior results, and the emotional intelligence to work effectively with you and your team. On average, our leadership-level experts have spent at least twenty years in the C-suite and many years in the trenches working their way up the ladder.

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About Us

Providing timeless, timely advice since 2000 to Middle Market companies.

Performance Improvement
Preparing for Sale
Growth-Related Issues
Family Owned Business
Cost Reduction

Since our founding at the turn of the millennium, FortéOne has focused on helping Privately Held and Family-Owned Businesses as well as Private Equity & Family Offices. We maximize the value of middle market businesses through concrete, measurable, and long-lasting change.

Over the past 20+ years, our proven business advisors and experts with decades of experience across industries have helped hundreds of companies. The bottom line, we work closely with you and your team to build profits, add customers, improve operations... and more.

FortéOne is not a stereotypical consulting firm. Everything we do is built from the ground up to bring strong results, reduce current/future uncertainty, and grow beyond your company's particular issues. We listen intently, roll up our sleeves, and quickly become one with you and your team.

To that end, our hand-picked teams are made up of seasoned professionals from across a wide spectrum of industries. Each one a former business owner, operator, or C-suite veteran (or all of the above), capable of bringing our clients the success they achieved in their own companies. They've "been there and done that" many times—and they're ready to do it again for your business.

Our Approach

We do what works because we know what works. Of course, there's a bit more to it than that.

[Learn More](#)

What We Believe

The culture of our company is one of compassionate leadership. It is the foundation upon which we serve our middle market customers.

[Learn More](#)

Our People & Leadership

It is no coincidence that all our leaders were already leaders — several times over — before joining us.

[Learn More](#)

FortéOne
The Accelerator for the Middle Market.

Industries Results Insights About FortéOne FAQ Contact Us

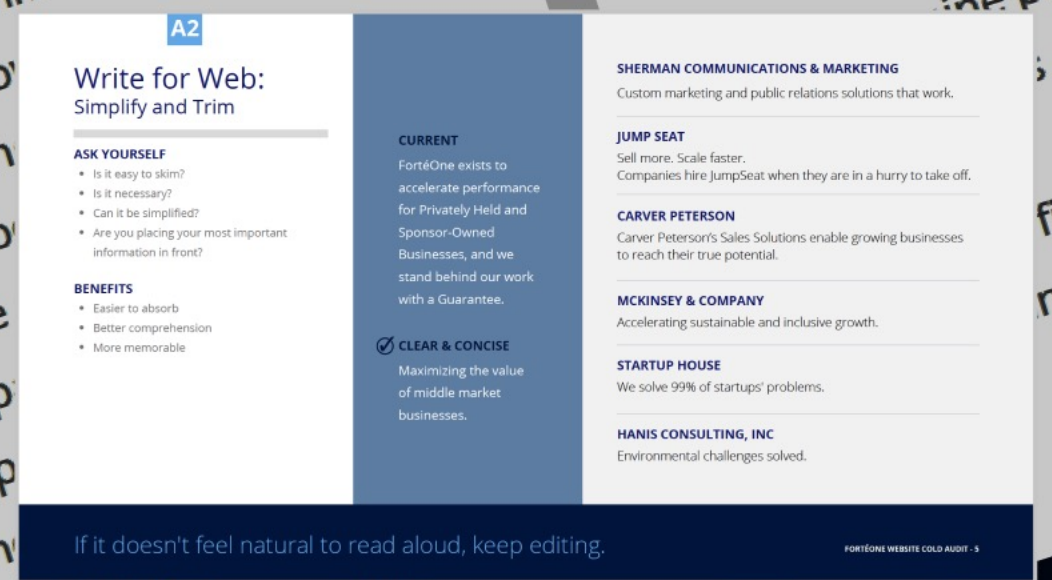
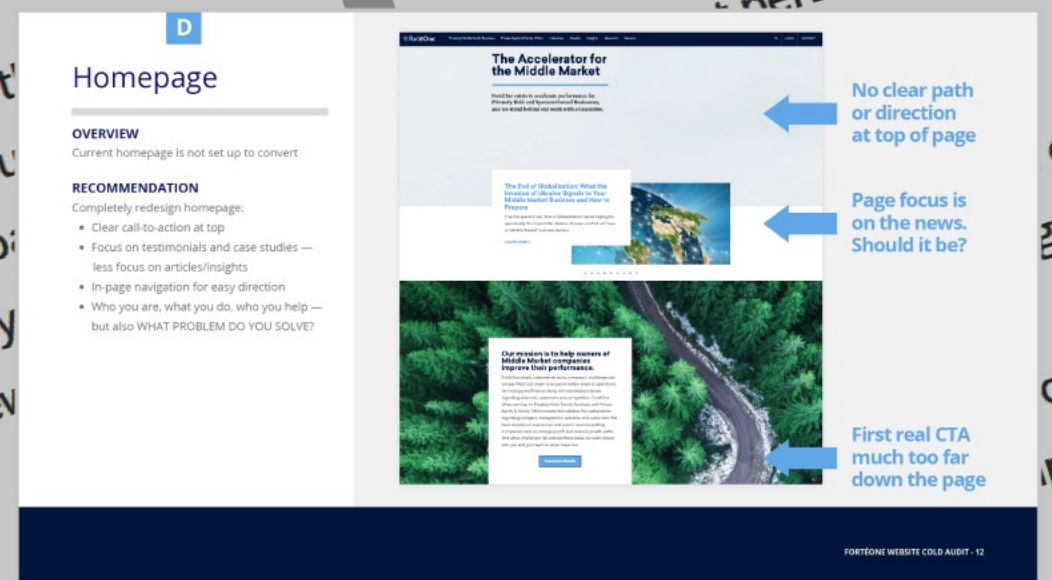
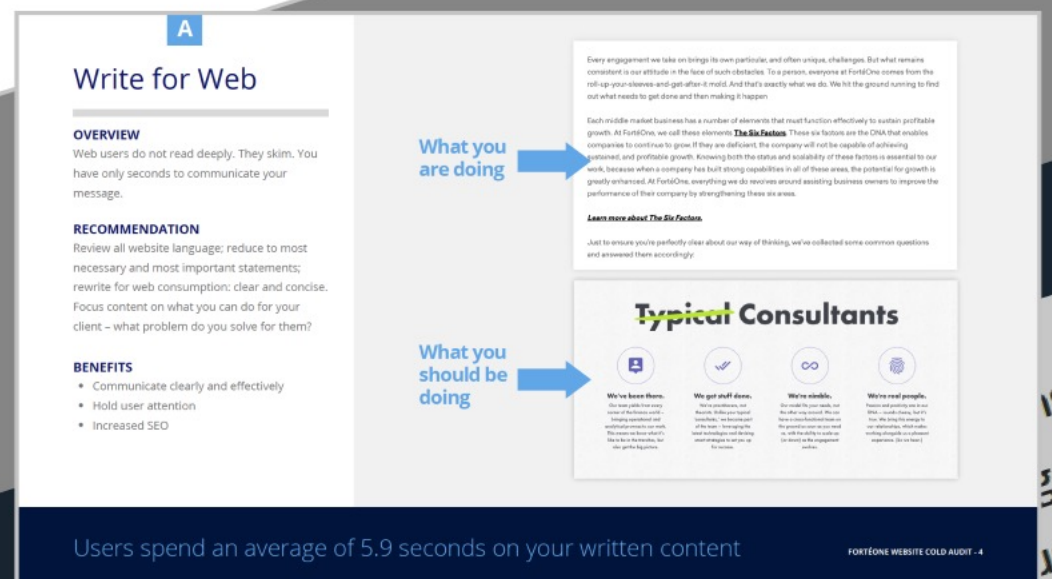
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Discovery Phase

I started with a cold audit of the FortéOne website and materials.

I followed up by asking FortéOne to present their services to me in a pitch – so I could find the disconnects between their in-person pitches and their sales materials.

I then presented my recommendations to FortéOne for their corporate website, current pitch materials, and ongoing marketing strategy.



- Learn about the company:
- What you do (detailed)
- Your target market
- Your brand
- Sales presentations
- How are you selling yourself?
- Analytics
- Gather and study analytics across all digital marketing outlets: web, social, paid advertising, etc.

- FIND THE GAPS**
- Conduct a full audit of the website, your social content marketing, paid advertising, and any marketing with new
- Find the gaps:
 - Where communication is broken down
 - Where things haven't been completed
 - Where communication isn't working
 - Where design changes improve outcomes

- If it doesn't feel natural to read aloud, keep editing.
- Where design changes improve outcomes

Personas & Voice

Before working on the new brand and materials, we needed to nail down the target audience.

I worked directly with FortéOne's President to develop four distinct customer profiles (one for each service) that covered: who they are, where we can find them, what their pain points are, what problems FortéOne solves for them, and what messaging will resonate with them best.




35 - 50

Married/Divorced

School-Age Kids

Financially Comfortable



BUSINESS OWNER: 1st or 2nd gen

Andrew

Middle market manufacturing company


Active in business, CEO or business leader
Looking to improve, not necessarily sell
Wants to remain CEO/business leader

Anxious for the business to excel, but limited by lack of experience/ability to define and solve issues

Wants the business to grow/accelerate significantly

- Wants to be more profitable - succeed well into the future
- Wants to be perceived as valuable/hero
- Wants support/coaching to sort out difficulties
- Wants to make a difference in the world

35 - 50
Married/Divorced
School-Age Kids
Financially Comfortable



CONVINCING

Andrew


We must get him excited about the possibilities

- All decision-makers should be present at initial meeting
- Focus on how we are different - what innovative ideas we bring to the table
- He won't only turn his company around, he will learn from the experience and walk away a better leader
- Use our guarantee to ease his mind

How do we do it? (WIP - initial ideas)

- Newsletter for owners looking to innovate and accelerate their business
- Present/Speak at manufacturing conferences (TED Talk style) to establish authority
- Video series covering Planning/Alignment, Leadership, Organizational Structure, Finance, Sales, Marketing, Operations, etc. - one video for each section of assessment
- Create/Host an online group for middle market business owners looking to accelerate and innovate - offer live workshops/presentations for members


FortéOne




WHO IS THIS GUY?

Andrew

Primary home or condo, former athlete



GOLF UPLAND HUNTING FAMILY & FRIENDS CYCLING FISHING
WINE WORLD TRAVEL CIGARS BOURBON WHISKEY READING



CONVINCING

Andrew

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FortéOne

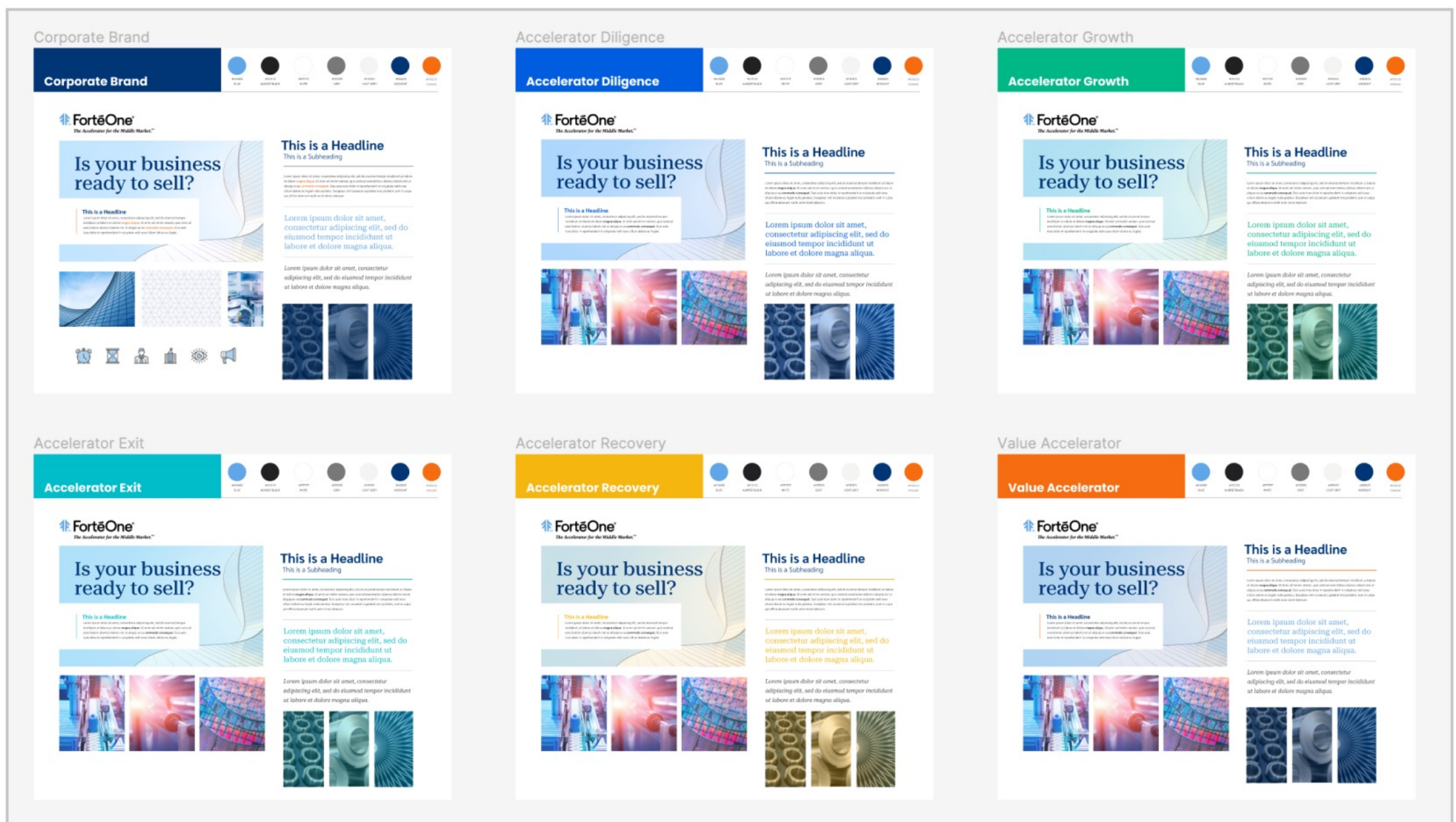
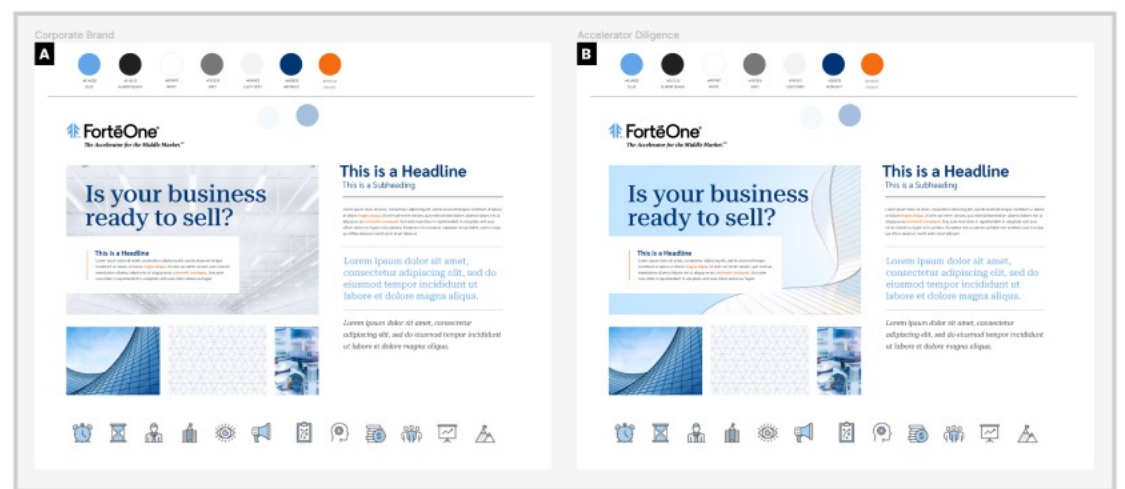
Visual Brand

I started with Mood Boards to narrow down a new look for FortéOne. They wanted to keep their logo, and their corporate blue, but were open to changing everything else.

I wanted to make sure they would stand out visually from competing manufacturing industry consultants.

I lightened up the fonts, ditched the standard stock photos, and leaned on color to make everything pop.

I assigned a color to each product and worked with the team to make sure the new colors would be consistent on screen and in print.



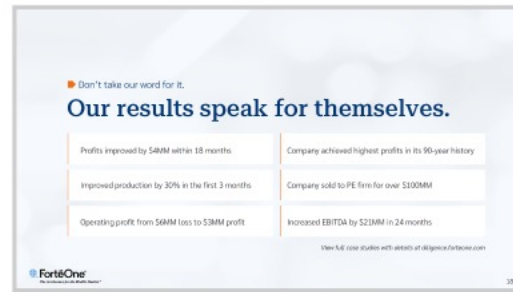
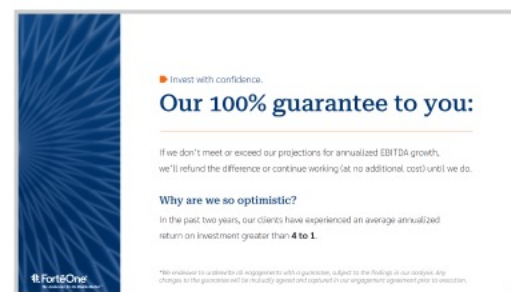
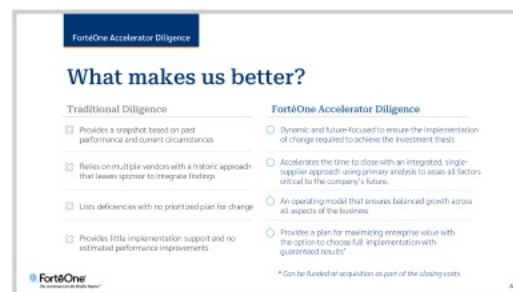
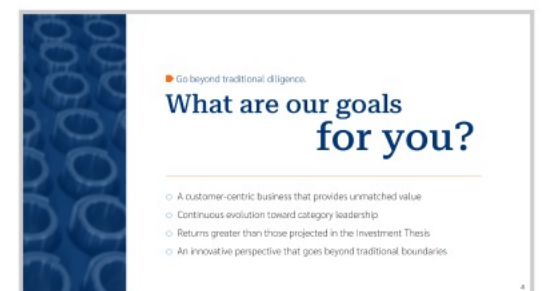
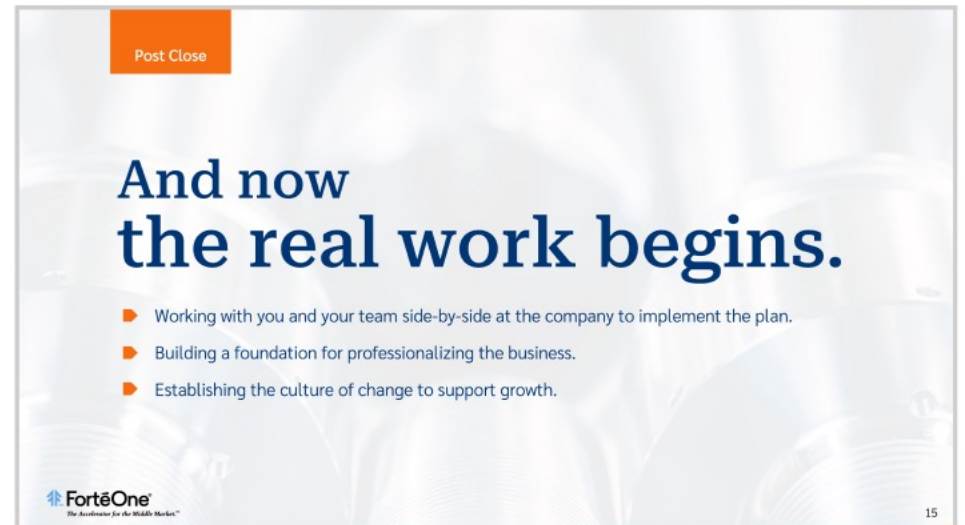
Presentations

FortéOne had meetings scheduled, but their presentations weren't helping them close. In fact, they were turning prospects away.

I based the new presentations on the FortéOne in-person sales pitches so that the presentations would flow easily, be supportive but not distracting, and be easy to refer back to.

I created one presentation for each service, and provided the design, graphics, and copywriting for each.

The presentations were tested on screen and in print to guarantee usability and consistency.



* Select pages have been omitted to protect the client's privacy

Brochures

Because FortéOne's products were complex, we wanted to provide a leave-behind for meetings and events that could also be used as a downloadable takeaway on their website.

I created a brochure for each product that dives into the details of the service: what it is, how it works, and what the benefits are.

For these I provided the recommended content, the design, and the copy.

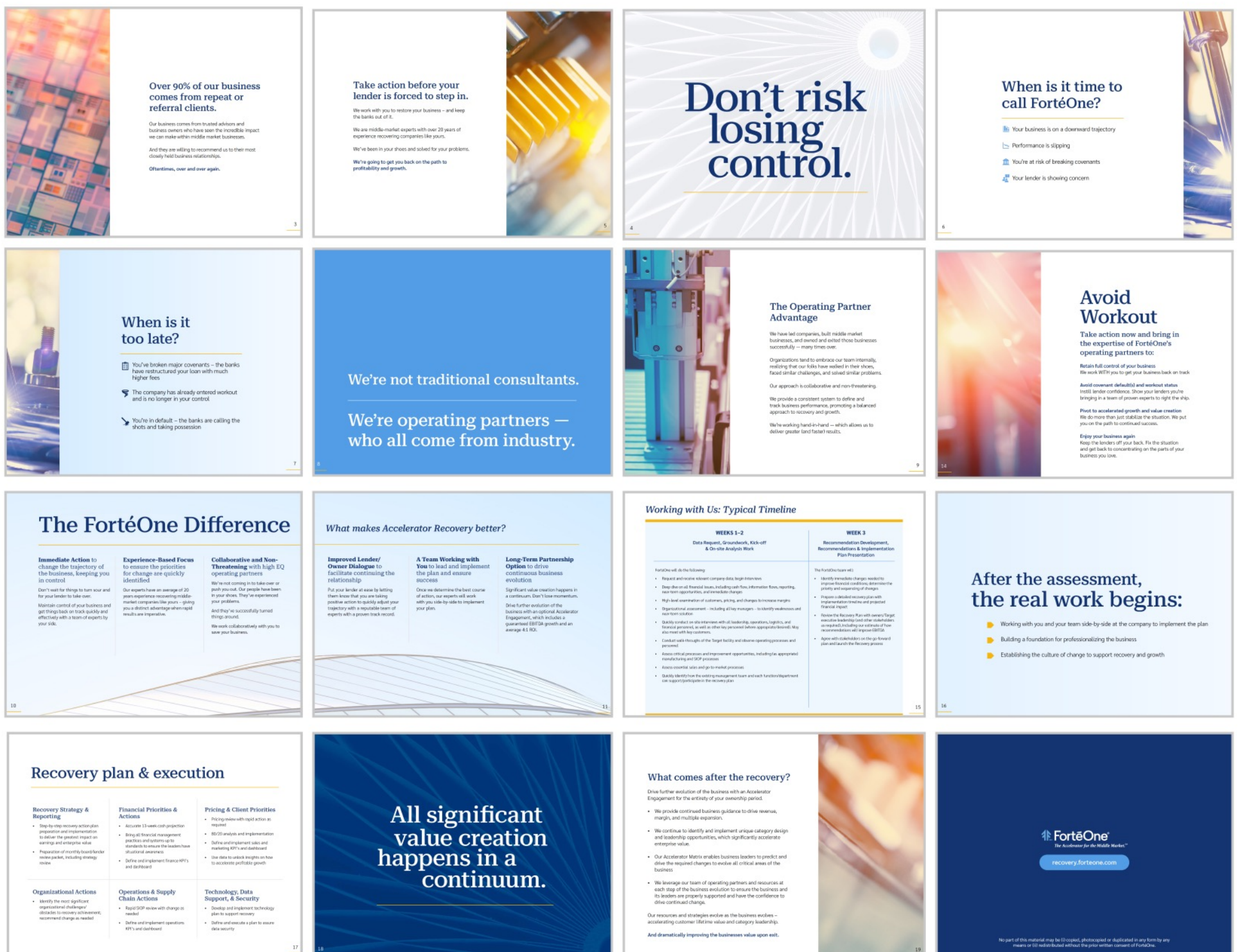


FortéOne has been serving the needs of our sponsor and closely held business clients for 22 years.

▶ VIEW FULL RECOVERY BROCHURE

▶ VIEW FULL DILIGENCE BROCHURE

▶ VIEW FULL ASSIST BROCHURE



Corporate Site

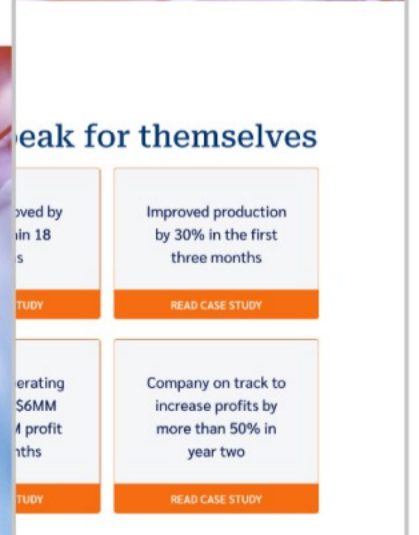
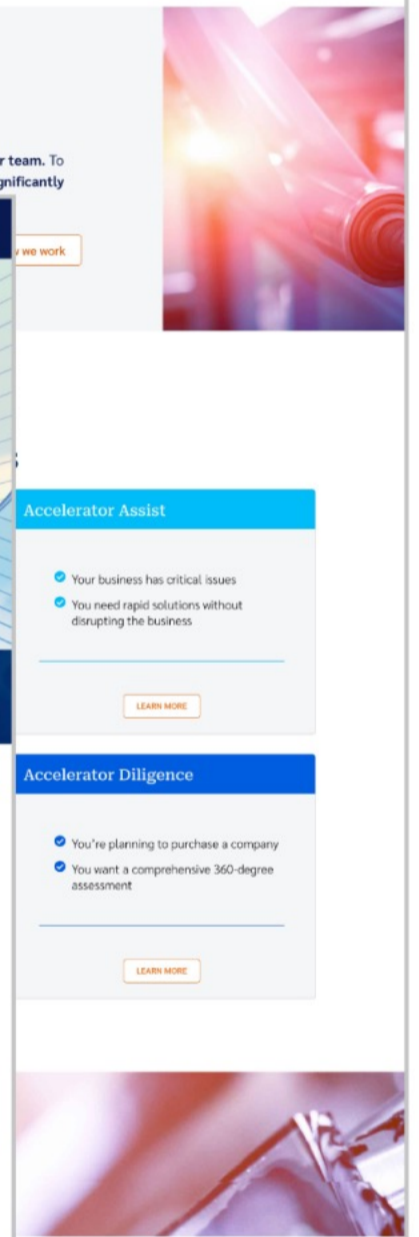
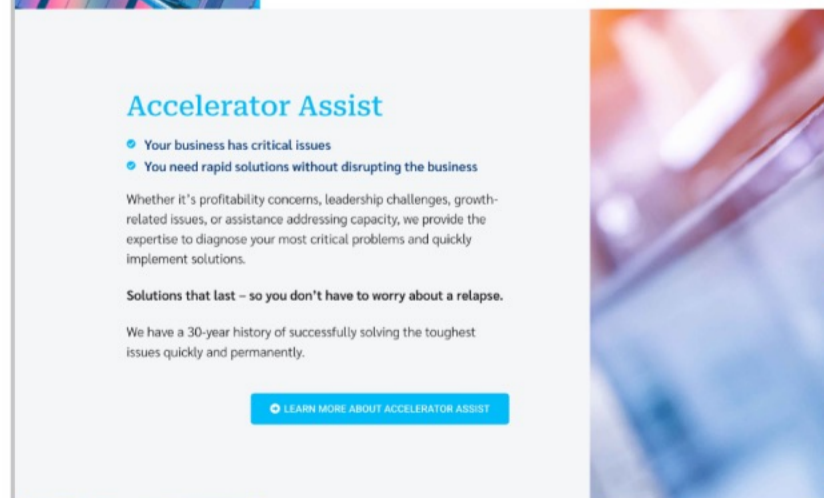
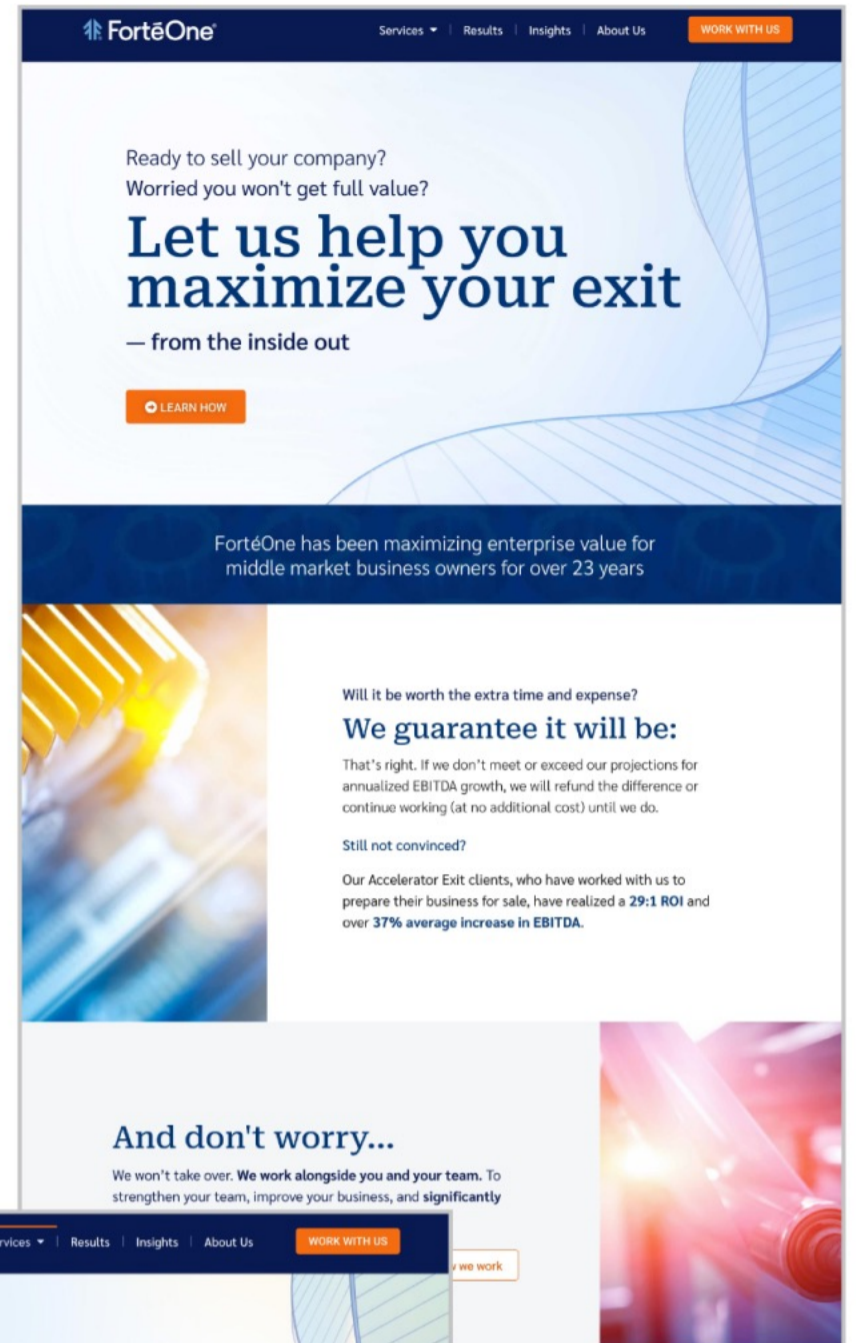
FortéOne was so pleased with their new materials that they decided to go ahead with a full redesign on their corporate site.

The site's goals included:

- Clarify FortéOne's services
- Make FortéOne the obvious choice
- Make it easy to schedule a consult

I created this site from strategy to launch and provided: organization/wireframes, content/copy, design, WordPress development and testing.

[▶ VISIT FORTEONE.COM](#)



Social Media

Once the base materials were complete, it was time to start driving some prospects to the new website. FortéOne's leadership team already had an impressive following, so I created a series of posts (strategy, design, & copywriting) that included:

- Recaps of blog posts to show their expertise
- Case study results to showcase their success
- Testimonial posts to provide social proof

Impressions skyrocketed from an average of 200-300 per post to consistent impressions of 1,200-3,000 per post.

I also worked with FortéOne on an engagement plan as well as a DM script for connection requests.

1

Segment your customers by relationship strength

Loyal • Neutral • Vulnerable

You should be looking at:

- Average Spend
- Total Spend
- Margin
- Retention Rate
- Retention Rate
- Lifetime Value

How do you maximize the value of your customer? →

FortéOne

Real Results ↑

Private Equity-Owned Tool Distributor

Reversed market share decline within 180 days

Find out how! →

FortéOne

Real Results ↑

The Situation

Needed to increase company value and prepare the company for sale:

- Market valuation well below owner expectations
- Investment banker required improvements before placing the firm in market
- Failed quality audits from largest customer (Walmart, 40+% of revenue)
- Insufficient production, high employee turnover and waste

What did we do? →

FortéOne

Real Results ↑

The Solution

FortéOne created and implemented a detailed roadmap:

- Transformed company focus to a bottom line, profit-oriented culture, driven to increase EBITDA
- Expanded sales channels, repaired relationships, grew sales and SKUs with existing clients
- Improved plant operations resulting in 98-99% audit scores
- Reconfigured financial reporting to provide better planning and visibility

What were the results? →

FortéOne

Real Results ↑

Increased EBITDA from \$9.8MM to \$16.2MM →

FortéOne

FortéOne

Do you need help quickly getting your business back on the path to profitability?

DM me or email me at intro@forteone.com to learn more!

recovery.forteone.com

The current private equity diligence process is broken. What if there was a better way? →

FortéOne diligence.forteone.com

What if diligence concentrated on opportunity and potential growth – instead of just risk?

FortéOne diligence.forteone.com

What if you could invest with confidence, knowing EBITA growth was guaranteed?

FortéOne diligence.forteone.com

And what if you could finance it all upfront, as part of the closing costs?

FortéOne diligence.forteone.com

FortéOne's Accelerator Diligence is nothing like traditional due diligence. There IS a better way.

Learn more at: diligence.forteone.com

The Results



At FortéOne, we have had the privilege of collaborating with Manda Szewczyk as our trusted marketing partner. Throughout our partnership, we were consistently impressed by Manda's capabilities and unwavering commitment to excellence.

Manda seamlessly guided us through a very complex wholesale marketing project that touched all areas of our business, making the entire process easy and efficient.

Manda's remarkable dedication to understanding and amplifying our goals (teaching us things about our business that we didn't realize!) and messaging sets her apart as a strategic partner. She took the time to immerse herself in our organization's focus and objectives, resulting in a marketing campaign that not only met but exceeded our expectations.

Her meticulous attention to detail and strategic insights were evident at every stage, culminating in an end product that resonated profoundly with our target audience and met all timelines.

Manda also created our new corporate website, and we couldn't be more pleased with the result. Her strategic insights and the keen understanding of our business allowed her to create a website that aligns seamlessly with our goals and messaging and provides an exceptional user experience.

Without reservation, we would eagerly choose to collaborate with Manda again. We wholeheartedly recommend Manda Szewczyk to organizations seeking a marketing partner capable of translating vision into impactful reality – on time and within budget.

Craig Speed
President, FortéOne