

FEATURED CASE STUDY

Fresh Appeal Painting

Luxury Residential & Commercial Painting Company



CASE STUDY

The Challenge

Fresh Appeal Painting was producing exceptional craftsmanship — but their market position didn't reflect it. Without a cohesive digital presence, professional visual content, or a defined brand narrative, they were competing on price rather than value, attracting projects that didn't match their capability or ambition.

The absence of a consistent marketing strategy meant missed opportunities with high-end residential and commercial clients who make purchasing decisions based on perceived quality, trust, and brand credibility. Fresh Appeal needed a complete transformation — from an invisible contractor to a recognized premium brand.

No Visual Identity

Inconsistent imagery failed to convey craftsmanship.

Weak Online Presence

Limited digital footprint and poor search visibility.

Wrong Client Profile

Attracting budget clients rather than premium projects.

Our Strategy

We developed a **comprehensive, multi-channel marketing strategy** designed to reposition Fresh Appeal Painting as the definitive premium painting contractor in their market — attracting luxury residential clients and commercial decision-makers who value quality above all else.

1

Brand Strategy

Defined positioning, voice, and visual identity aligned with the luxury market.

2

Premium Content Production

Photography, video, and drone media showcasing craftsmanship.

3

Digital Presence Build-Out

SEO, website content, and Google Business optimization.

4

Social Media & Community

Strategic content management across Instagram, Facebook, and beyond.

CASE STUDY

Creative Execution

Our production team immersed themselves in Fresh Appeal's world — capturing every dimension of their craft. From the precision of cabinet refinishing to the drama of a luxury exterior transformation, we documented the story of a team that takes enormous pride in their work.

Content was strategically produced and optimized for each platform — long-form storytelling for the website, high-impact imagery for Instagram, transformation sequences for Facebook, and aerial documentation for commercial portfolio use.

- Visual Content Categories
 - Luxury interior transformations
 - Exterior home renovations
 - Cabinet refinishing & custom finishes
 - Commercial painting projects
 - Before-and-after transformation sequences
 - Behind-the-scenes craftsmanship
 - Team culture & customer experience
 - Drone aerial project documentation

Measurable Business Impact

The repositioning of Fresh Appeal Painting delivered tangible, lasting results across every key performance metric – transforming their digital footprint and the quality of clients they attract.

3X

Social Media Reach

Dramatically expanded audience across Instagram and Facebook.

↑ 85%

Engagement Rate

Significant increase in customer interactions and content saves.

↑ 60%

Lead Quality

Higher-value project inquiries from premium residential clients.

Top 3

Google Rankings

Local SEO placement for high-intent painting search terms.

📄 Additional analytics, platform dashboards, and before/after visual comparisons available upon request.

CLIENT EXPERIENCE

What Our Clients Say

“

"Encompass Initiative completely transformed how our brand is perceived online. The photography alone changed the quality of inquiries we receive — we're now attracting exactly the kind of clients we always wanted."

— McCaleb Lanier

”

“

"Their team brought a level of creative sophistication and strategic thinking that we hadn't found anywhere else. Every piece of content they produce reflects our brand perfectly."

— Mia Sanchez

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"From strategy to execution, they handle everything seamlessly. Having a true full-service partner means we can focus on running our business while they grow our brand."

— Gabrielle Gore

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Trusted by leading brands across hospitality, luxury real estate, food & beverage, construction, wellness, and professional services.

Let's Build Something Great

Encompass Initiative — Creative Marketing Agency

Photography • Video Production • Branding • SEO • Social Media • Websites • Drone Media • Graphic Design

"Your business deserves marketing that works as hard as you do."

We're ready when you are. Let's create something extraordinary together.