



Richard Alexander is a high end custom home builder. He selectively builds just a handful of homes each year, so that he can put his own personal touch and time into each and every one of them. Richard came to MediaFit needing higher brand awareness and a consistent image in the marketplace. We developed a creative strategy for him that showcased his creative nature and his high attention to detail, and then developed a comprehensive marketing plan that included:

- A new website to more fully showcase his work and engage prospective custom home clients
- Targeted direct mail to support his renovation and high end remodeling business
- A simple but high image brochure to convey the right image to prospective clients and real estate agents
- A highly targeted and efficient advertising campaign for local arts/entertainment publications



www.RichardAlexanderHomes.com

