

Client Success Story

FRACTIONAL CMO

Marketing Strategy, Planning & Implementation

BACKGROUND

Summit Automation invents, engineers, manufactures, and provides door and window automation systems fit for those who want nothing but the best. From standard to retrofit to custom-engineered solutions, the company's accomplished team of highly qualified engineers and staff provide the best automation systems on the market. Those who demand the highest quality products in the industry choose Summit Automation. Its automation solutions are 'ETL Listed', 'UL325 Compliant', cutting-edge, extremely reliable, rigorously tested, smoothly operating, and quiet, which makes them highly sought after by leading architects, builders, installers, and discriminating homeowners around the world, as well as the most reputable window and door manufacturers (OEMs).



**SUMMIT
AUTOMATION**

Bringing Doors to Life!

“ Shortly after we took ownership of Summit Automation in 2019, we engaged Fractional CMO and we've been with them ever since. They started by refining the branding and messaging of our company, then continued with planning and executing marketing efforts that supported our operations and sales efforts. This relationship combined with our team's innovation and hard work resulted in Summit Automation becoming the premier provider of door and window automation in the US and beyond. ”

PJ Gruetzmacher

President & CEO, Summit Automation

CHALLENGES



- When Summit Automation was purchased by the new owners in 2019, the company was known to have a good product, but was not necessarily considered to be a leader in the industry. In fact, the company was perceived as small and obscure, with no strong brand recognition.
- Though some marketing was being done, the efforts were not well organized or planned in advanced, and purposes and objectives were not decided upon before initiatives were pursued.
- Some of the marketing fundamentals had to be improved too, such as strengthening the messaging, refining the branding, and updating the website with a more modern look and better user experience.
- Summit Automation had some dealers and partners, but it wanted to increase the number of each and strengthen the relationships with them.



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OUR SOLUTION

Shortly after the new owners took over in 2019, Summit Automation reached out to Fractional CMO, LLC, and retained the firm to become its outsourced marketing department, to craft a marketing strategy, plan and execute all aspects of marketing including branding and messaging refinement, update the website, assist in trade show and expo preparation, handle social media (author posts and engage followers), coordinate advertising, create collateral for each targeted segment, manage email campaigns, author and deploy content and newsletters, and more.

OUTCOME



- Since engaging Fractional CMO, Summit Automation has had the equivalent of an on-staff CMO (Chief Marketing Officer) and full marketing department without incurring the high expenses associated with hiring and employing them.
- Visual branding and messaging were both refined, resulting in a powerful impression and exceptional reputation in the industry.
- For each target market served, there is now collateral available, and dedicated sections on the company's website featuring all product and service aspects and benefits.
- A new, more modern website was designed, and product line-card was produced, and both are regularly updated.
- Summit Automation is now widely considered the premier provider of door and window automation in the United States and around the world. The company now operates nationwide in all 50 states, and its products sell internationally in North and South America, Europe, Australia, New Zealand, Asia, and the Middle East.
- Summit Automation is now the exclusive provider of automation for many of the world's top door and window manufacturers (OEMs), and it is partnered with dealers, builders, installers, architecture firms, and home automation companies everywhere.
- Summit Automation has been featured in leading professional publications that cater to the building trade, architects, and upscale homeowners' markets.
- Summit Automation has successfully launched several new product solutions successfully, with the support of Fractional CMO, LLC.
- Due to its rapid growth, Summit Automation moved to a much larger manufacturing facility and added a large modern training center for its Partners.
- Revenue has been increasing considerably every year, and each quarter is better than the last.
- Summit Automation is currently recognized as the number one provider of door and window automation in the industry.

“ From email campaigns to social media, advertising, our website, collateral, and more; Fractional CMO has professionally handled every aspect of our marketing efforts. Their work not only helped drive our growth and tremendous success, but it also allowed our team to focus on what they do best – Develop innovative automation solutions and sell them around the world. ”

Brenda Gruetzmacher

CFO, Summit Automation