

THE BEAM SHOP

CUSTOM ARCHITECTURAL BEAMS
AND MILLWORK

PREPARED BY BLUE CIRCLE CREATIVE

Marketing & Growth Audit

A look at where the brand is, and where the growth is. The product already feels premium; this audit examines how well the marketing and systems around it are set up to turn that into a steady, scalable flow of the right business.

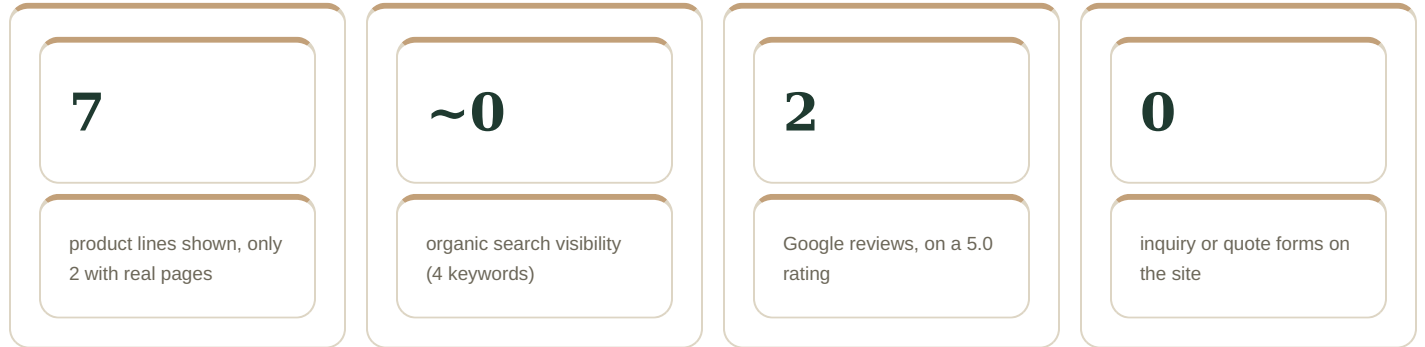
THE BEAM SHOP — Brevard, North Carolina

Initial Marketing Meeting · June 2026 · Scope: Website · Marketing · Systems & Ops

THE SNAPSHOT

A strong product with an under-built engine around it.

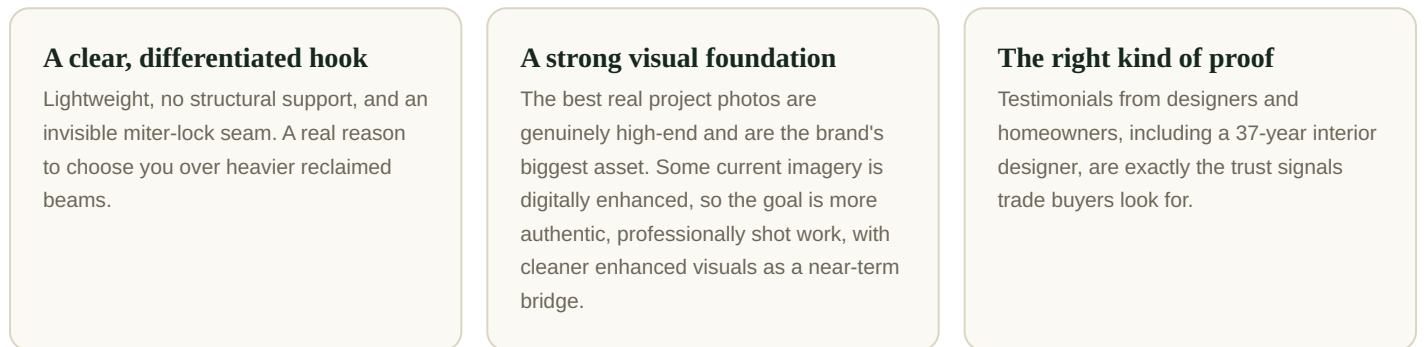
The brand looks the part and the work speaks for itself. The gap is what happens *after* someone is impressed: how they are captured, qualified, and turned into a tracked, repeatable customer. That gap is the opportunity, and most of it is quick to close.



FIRST IMPRESSIONS

What's already working in your favor.

Plenty here is genuinely strong. These are assets to build on, not fix.



THE OPPORTUNITIES

Where demand is leaking, and the quickest wins.

None of these are about the product. They are about the path between "I'm interested" and "you have my project." Each one is fixable.

01 There's no way to reach out from the site.

BIGGEST LEVER

Every call-to-action leads to a contact page with no form, just a phone number and email. At the moment of interest, a busy designer or builder has to stop and compose a message from scratch. A simple quote/intake form is the single highest-impact fix, and it tells you who is a builder versus a homeowner before the first call.

02 Five of your seven product lines are invisible.

SALES + SEARCH

The homepage advertises flooring, stairs, millwork, mantels, tongue-and-groove, and wallboard, but only Box Beams and Installation have real pages. That is five missing sales pages and five missing ways to be found in search, ready to build.

03 The site talks to homeowners, but who really buys?

POSITIONING

The strongest signals point to designers and builders as the repeat engine, yet the site is framed for direct homeowners. Aligning the message, and adding a trade path with spec resources and samples, to the buyers who drive volume is a meaningful unlock.

04 Local search and reviews are untapped.

WIDE OPEN

The Google Business Profile is well-rated but sits on just two reviews, the address is inconsistent across the web, and there is no presence on Houzz, the platform designers use most. Low-cost, high-trust ground the national competitors cannot easily take.

05 Right now, almost nothing is measured.

MEASUREMENT

No analytics installed, no conversion tracking, and the phone-driven inquiries that likely matter most are untracked. Before optimizing anything, the business needs to be able to see what is actually working.

EMAIL MARKETING

The one channel they've stayed consistent with.

Credit where it's due: a branded newsletter has gone out nearly every month since 2024, 32 campaigns and counting. That habit is the hard part, and it's already in place. The opportunity is pointing it at a growing, segmented list with clearer calls to action.

What's working

A reliable monthly cadence sustained for two-plus years, consistent on-brand design and a steady sender, and educational topics that suit the audience.

Where it's leaking

A single 2024 list that is slowly shrinking with no new sign-ups, no segmentation across builders, designers, and homeowners, no automations, and soft calls to action.

32

campaigns sent since
2024

~340

subscribers, down from
412

~17%

avg open vs 25.4%
benchmark

0

automations or segments

THE BIGGER PICTURE

A growth engine, not just a website.

A great site only pays off when it is wired into how you capture, track, and fulfill the work. The real opportunity is connecting three lanes so the business runs predictably as it grows.

LANE 01 — DEMAND

Demand

How the right customers find you and reach out: website, brand, local search, and the builder and designer relationships that drive repeat work.

LANE 02 — SYSTEMS

Systems

Where every lead and job is captured and tracked: a real CRM and pipeline, so nothing lives in an inbox and you can see what is coming.

LANE 03 — OPERATIONS

Operations

How a job runs from quote to delivery: repeatable, measurable, and not dependent on any one person to keep moving.

The early CRM work already underway is a strong start on Lane 2. The goal is to connect all three so growth doesn't create chaos.

WHAT'S NEXT

Questions worth exploring together.

This audit is a starting point, not a verdict. The most valuable next step is understanding your goals and how the business really runs, so any plan fits you specifically.

→ Where do you want the business to be in three to five years, and what would have to be true to get there?

→ Where does most of your revenue actually come from today: builders, designers, or direct homeowners?

→ How do leads come in now, and where do they land once they do?

→ Walk me through a job from quote to delivery. Where do things stall or get stuck?

→ What only happens when you or Greg personally do it?

Blue Circle Creative · Marketing · Systems · Operations

Prepared for The Beam Shop, Brevard NC · June 2026 · Matt Shanor · matt@bluecirclecreative.com