

Case Study

HOW MID-WEST FAMILY HELPED LOCAL KITCHEN CABINETRY & COUNTERTOP FIRM BECOME TOP OF MIND

Priebe's Creative Woodworking produces high-quality custom and semi-custom cabinetry and countertops. The Priebe's brand allows for complete customization with an elegant finish, furnishing kitchens, bathrooms, or any room of your home with the finest craftsmanship. The company is now a well-known local brand that customers seek out thanks to their stunning work and over a decade of marketing with their media agency partner [Mid-West Family Southwest Michigan](#).

Here's how Mid-West Family Southwest Michigan met Jeff and Lillian's business needs, including driving business awareness, web traffic, and sales.



THE CHALLENGES

Owners Jeff and Lillian Priebe came to Mid-West Family Southwest Michigan to drive business awareness, keep Priebe's top of mind, and sell more customized cabinetry. Before marketing with Mid-West Family Southwest Michigan, Jeff and Lillian felt that many potential customers did not know exactly what their company offered.

"People don't purchase a new kitchen every year, so when they reach the point where they're in the market, we want to be top of mind," says Lillian.

Although [Priebe's Creative Woodworking](#) offers the finest craftsmanship and premium custom cabinetry, they needed assistance in a few areas.

They came to Mid-West Family Southwest Michigan to do the following:



Reach ideal target customers



Earn a steady flow of custom and semi-custom customers



Educate locals on custom and semi-custom woodworking options



Demonstrate their premium products and services



Drive more people to their website to learn about services and quality products



Maintain and grow the reputation that Priebe's has the best quality, experts, dedication, and team

In addition to bringing in a steady flow of work, Jeff and Lillian wanted to emphasize the incredible team at Priebe's, who are all experts, humble, and focused on doing it right the first time. "Built for generations" is a tagline they stand by.

THE SOLUTIONS

The Mid-West Family team jumped in to help Priebe's increase brand awareness and drive sales. With consistent radio advertising campaigns, Priebe's was able to share their company's values and offerings with loyal local listeners. The woodworking company carries higher end products and wants to share these specialty custom designs with the public. But how would anyone know about Priebe's custom cabinetry and spectacular designs without expert storytelling via marketing? Mid-West Family Southwest Michigan sparked homeowners' emotions with radio ads that captivate the special feelings of pride that having a beautiful living space provides.

"We had to use Mid-West to formulate that message," says Lillian.

Aside from radio ad campaigns, Mid-West Family Southwest Michigan elevated their website design and imaging, updated their logo, and increased visibility in the community with local event marketing. Priebe's also added website content and sponsorships with Moody on the Market and Town Crier Wire to their marketing mix.

THE RESULTS

As a result of their over-a-decade-long partnership, Priebe's Woodworking experienced significant results, achieving the following:

- Increased local presence and website traffic
- Increased demand--scheduling jobs many months out (some a year or more out)
- Recognition in the marketplace that Priebe's offers a higher level of service for clients who value quality and attention to details
- Building both custom and semi-custom jobs with a significant increase in projects
- 5.0 rating on Houzz
- Recipient of Best of Houzz Service Award in Berrien County for Premier Cabinetry 2016-2022

Jeff and Lillian have expressed sincere pleasure in working with the Mid-West Family Southwest Michigan team, stating they are "very impressed with the work, results, [and] passion for serving."

Contact Mid-West Family Southwest Michigan today to discuss your marketing needs, including social media, radio ads, digital, video, and more. We can help you reach your business objectives as well!

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