

BUILDING A BUILDER'S BUSINESS



DeCarli Contractors, a custom cottage and home builder, wanted to get to the next level with the help of an expanded marketing program.

Business owner John DeCarli Chose **Outwrite Communications** to craft that program and help make sales happen.

THE CUSTOMER

DeCarli Contractors, a custom cottage and home builder based in the town of Midland, North Simcoe, has been crafting high-quality homes around southern Georgian Bay since 2003. With a strong reputation for reliability and craftsmanship, the company was already well established among local homeowners and cottagers.



Business owner **John DeCarli** wanted to explore whether a focused marketing program could accelerate business results. After evaluating several agencies, he chose **Outwrite Communications** to help expand DeCarli Contractors' market reach and sales.

"We booked more business in 2025 than any year previous. A lot of the credit goes to Outwrite Communications."

OUTWRITE PROVIDED

- Refreshed brand 'look' & messaging
- Optimized website & high-quality content
- Professional videos showcasing brand & process
- High-impact print ad campaign, distinctive brochures
- Revitalized Instagram, Facebook presence

RESULTS

50%
increase in booked project value

500%+
increase in website leads

2X
increase in social media uptake

THE SOLUTION

Audits, strategy & brand refresh

Outwrite began with a comprehensive audit of the local builder landscape, taking into account what other custom home and cottage builders in the area were doing well (and poorly) in terms of sales approach, website, social media, advertising, Google ratings and more.

Together with an audit of the DeCarli brand, this analysis informed Outwrite's marketing strategy for DeCarli, as well as a refreshed brand story—while preserving the instantly recognizable DeCarli logo.

Website & content optimization

Recognizing that the website would be the primary source of information for prospective clients, Outwrite redesigned website navigation, enhanced words and images, and back-end optimization.

The team also launched a scheduled website content program to publish high-quality articles designed to educate home and cottage owners and drive preference for DeCarli.

Video & social media

Outwrite breathed new life into the company's Instagram and Facebook profiles with a regular roster of new posts. When budget allowed, the agency turned its attention to video, working with O'Connell Creative to produce two professionally scripted and shot films: an overview of the DeCarli offering, and the company's 7-step building process.



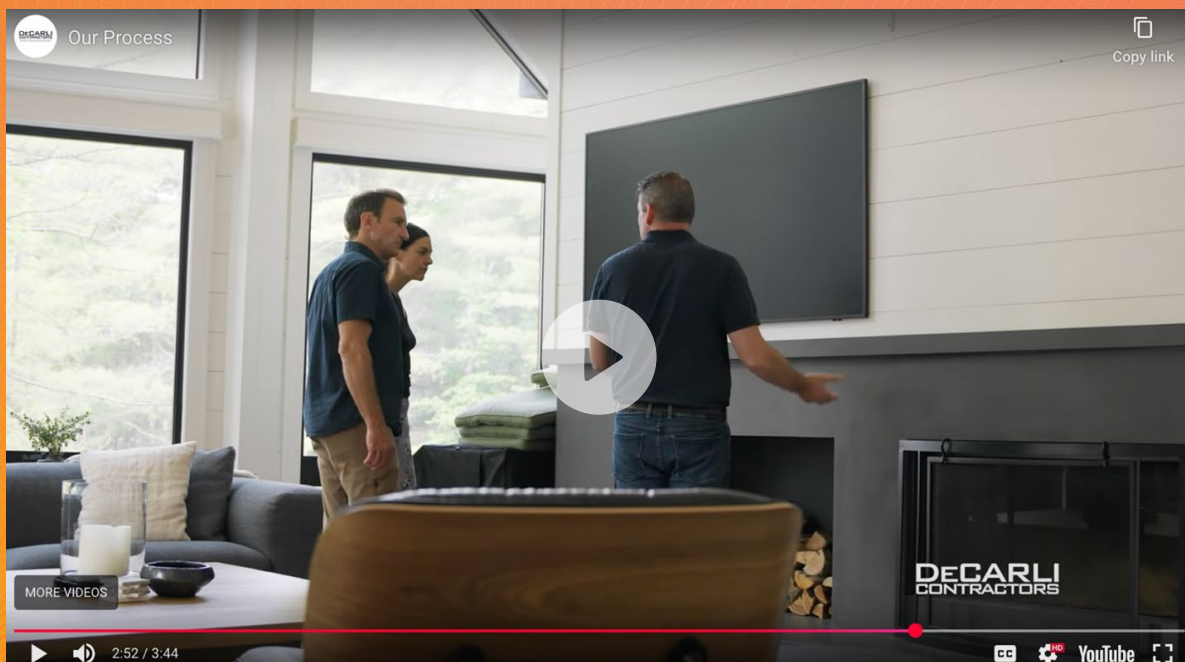
Print materials & advertising

Traditional marketing channels were not overlooked. Outwrite negotiated a campaign with a leading local consumer magazine, pairing high-impact advertisements with an 8-page feature story. To further support sales, the agency designed two premium brochures featuring distinctive formats and finishes that stood out in the hands of prospective clients.



Supercharging the website

With a solid marketing foundation in place, Outwrite moved into advanced optimization. Partnering with Canopy Media, the team launched a robust SEO and SEM program to elevate DeCarli's 'search anywhere optimization' visibility and rolled out a targeted Google Ads campaign to further fuel qualified leads.





"You don't want to tell your marketing firm how well it's working. But oh, it's working. There's no question, Outwrite Communications has made a big difference."

LOOKING AHEAD

Building on this momentum, DeCarli is already on track to surpass its record yet again in 2026. Looking ahead, Outwrite is preparing to increase local brand impact with a cost-effective billboard strategy negotiated directly with local landowners, allowing for maximum visibility without the premium costs of traditional rentals.



RESULT

The impact of the program was both immediate and significant. In the first year of working with Outwrite, DeCarli Contractors recorded its best year ever in gross sales, with booked builds and major renovations rising 50 percent above its previous record. Website inquiries also surged, bringing in a steady stream of new business opportunities.

"Our tagline is 'Attention to detail, perfection demanded.' I could say the same for Outwrite."



GET THE MOST OUT OF YOUR MARKETING DOLLARS WITH A PARTNER THAT CREATES RESULTS.

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