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Flooring Business Case Study

Value Creation Through Marketing Transformation

Claymore Partners / 2026

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Engagement Overview

Fast-turnaround transformation of a distressed
flooring asset
Overhauling 100% of marketing strategy from
March 2024.

01

Engagement Overview

Context

Distressed asset with rudimentary ERP/CRM, no marketing automation, no attribution data. Underperforming leadership and agencies. No competitive positioning, stale creative, severely limited channel diversification. Project initiated March 2024.

Six-pillar action plan

Pillar	Starting State	Action Taken
Systems	ERP/CRM unusable; no automation	Integrated ERP with HubSpot; full marketing automation
Team & Vendors	Underperforming staff; traditional media	Replaced leadership; outsourced media; upgraded agencies
Customer Journey	No tracking or attribution data	Journey mapping; Birdeye reputation management deployed
Website / Creative	Stale offers; limited CRO and A/B testing	Competitive creative refresh; ongoing CRO and A/B testing
Marketing Channels	Blanket paid strategy; low attribution	Expanded to PPL, affiliates, retargeting, D2C, events
Data & Reporting	No dashboards; no competitive insight	Full attribution stack; competitive intelligence cadence

Transformation Framework

Twelve workstreams mapped across four strategic domains,
delivered in parallel from a standing start.

02

SECTION 02

Transformation Framework

12 workstreams across 4 domains

Strategic Core

- Customer Journey Maps
- Brand Guidelines & Identity
- Brand Voice & Positioning

Tech / Systems

- System Architecture
- CRM / Database Schema
- Process Automation Flows

Digital Presence

- SEO Strategy
- Content Strategy Plan
- CRO Strategy

Channels

- Paid Advertising Strategy
- Channel Expansion Plan
- Social Media Strategy

Starting state

Each workstream was assigned a documented starting state, defined future state, named owner, delivery timeline, and measurable success metric. All twelve were in flight simultaneously within 60 days of project start.

Performance Results

Media mix, brand reputation, sales conversion rates, and cost per lead tracked from September 2023 through August 2024.

03

SECTION 03

Performance Results

**Sept 2023
to
Aug 2024**

Media mix

Accelerated shift from traditional to digital. Reallocated spend toward performance channels with measurable attribution.

Reputation

Review volume and rating trend improved through Birdeye deployment and systematic reputation management.

Conversion rates

Website and call centre conversion rates tracked and optimised through CRO programme and A/B testing cadence.

Leads and CPL

Lead volume increased while cost per lead declined through channel diversification and attribution-led optimisation.

Customer Journey

Before-and-after maps showing the end-to-end prospect experience from awareness through to converted customer and repeat purchaser.

04

Customer Journey

Before & After

Customer journey transformation

Current state mapped against future state. The transformation introduced new touchpoints across the entire prospect lifecycle, replacing a fragmented, untracked experience with a systematic, measurable journey.

Before

- No journey mapping or attribution tracking
- No automation triggers between stages
- No post-purchase engagement or loyalty flows
- Disconnected channels with no retargeting

After

- Full journey mapping from awareness to repeat purchase
- Automation triggers at every stage transition
- Birdeye reputation management integrated into post-sale
- Competitive retargeting and loyalty flows operational



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