



OVERVIEW

Central Louisiana Metal Supply is located in Alexandria, LA. They're a metal supplier for both commercial and residential projects. They design the project and deliver the materials needed to get your project started. Their sister company, Thompson Metal Supply, is located in Leesville, LA.



PROJECT BACKGROUND

We had a unique opportunity to begin working with Central Louisiana Metal Supply when they were just starting out. Working with someone from the beginning gives you the ability to really project where their future is headed. And in this case, they became one of the leading metal supply companies in central Louisiana... with such success that they even expanded into a new market (Leesville, LA).



PROBLEM

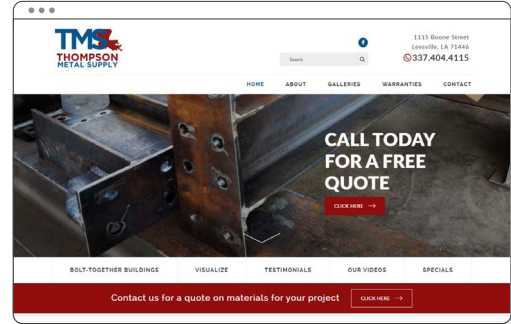
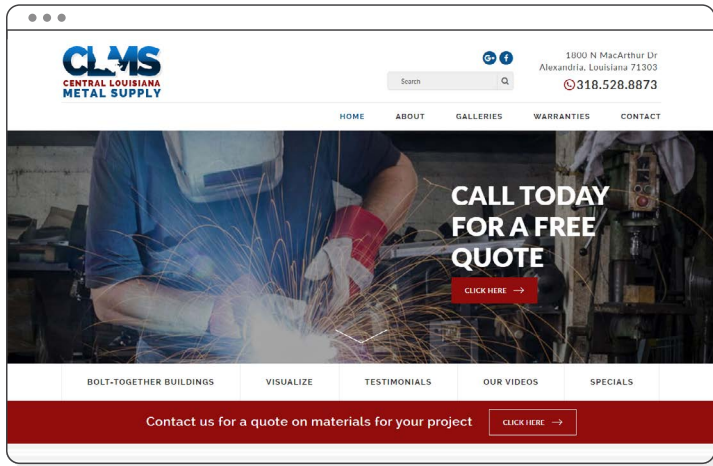
When we initially started working with Central Louisiana Metal Supply they were still a pretty new company and were in need of a logo and a website.

In early 2016 two members of the Ugly Mug Marketing team went to meet with Randall, CEO of CLMS. One thing really sticks out about that meeting... Randall had a thank you card from us on his wall. He stated that if we treated him that well before he had ever even signed a contract, he knew we'd take care of them moving forward.

And here we are... 6 years later! It's incredible the kind of synergy that occurs when you've been working together for so long.

LOGO & WEBSITE DESIGN

They were a new company and we created the logo and their website with useful features.



The website includes a **"Metal Roofing Color Visualizer"** which allows the user to see the different metal options on either a commercial or residential property. With a multitude of colors, this feature is very helpful!

MY COLORS OPTIONS



TACTICS USED



**FACEBOOK
ADS**



**RADIO
ADS**



**LOCAL
SPONSORSHIPS**



**WEATHER
CHANNEL ADS**

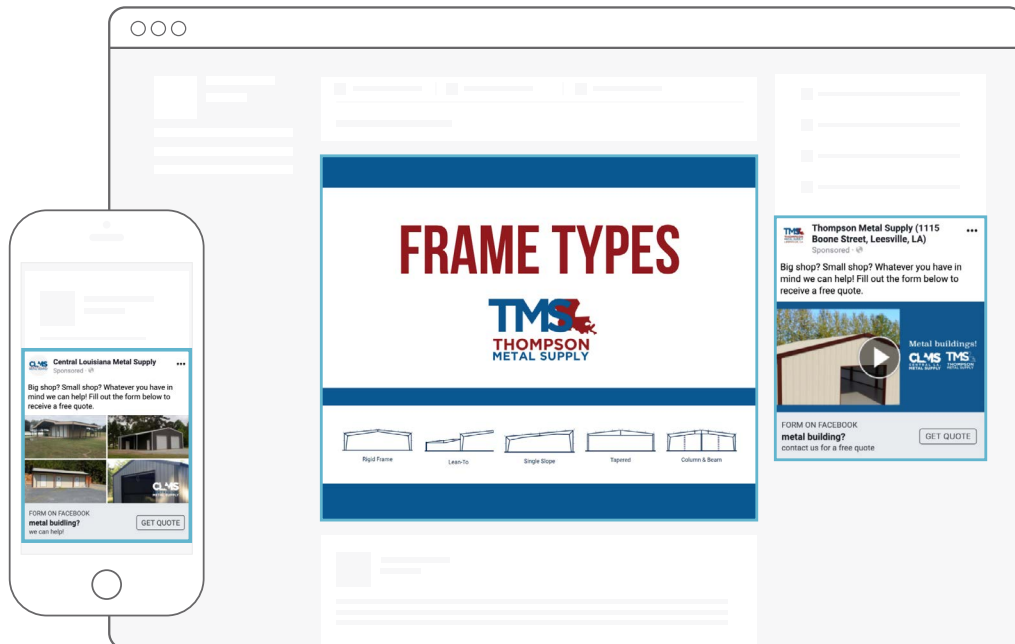


**THANK YOU GIFTS
TO BIG CUSTOMERS**

**AND
SO
MUCH
MORE...**

PROOF #1 - Facebook ADS

Grew following from zero to 4,690 people Likes on Central Louisiana Metal Supply page.



PROOF #2 - Radio ADS

Our team covers everything for radio ads:



- ✓ Write radio scripts
- ✓ Get professional voice over recordings
- ✓ Coordinate contract and applicable communications with radio reps
- ✓ Change spots as needed for specials and/or holidays

PROOF #3 - Local Sponsorships

We believe being a part of the community is important. Here's a few examples:

- ✔ Supporting Leesville High School
- ✔ Supporting Veterans day - on TV FOX



PROOF #4 - Appreciation

A simple “thank you” goes a long way. When a contractor or an individual makes a big purchase we show our gratitude by sending them a pecan pie! We recognize that they had several choices for their metal needs and we want to recognize their dedication to CLMS/TMS.

PROOF #5

And we don't stop here....

- ✔ If they need help hiring - We help them with interviewing!
- ✔ If they need help finding a gift for their top employee to show their appreciation - we buy and wrap the gift!
- ✔ If they need new apparel for their crew... we get it!

THANK YOU!





I feel confident knowing that their team is always doing whatever it takes to make sure our business is running smoothly and our sales goals are met or exceeded.

• Randall Cupp •

Central Louisiana Metal Supply + Thompson Metal Supply



uglymugmarketing.com