

NORTHSTAR CONTRACTING SERVICES

BRINGING TRUST TO THE WORLD OF CONTRACTING

amen
able

NORTHSTAR
CONTRACTING SERVICES

SERVING OUR
**MAINE
NEW HAMPSHIRE
GREATER BOSTON
AREA**
NEIGHBORS IN

WHO THEY ARE

NorthStar Contracting Services is a family-owned and -operated company with a heart to serve their community. They specialize in residential and industrial projects—painting, carpentry, media blasting, and everything in between. With skill and character that is unmatched, the NorthStar team consistently makes a difference in their community by valuing the time, ideas, and spaces of the people they work with. As a newer company, NorthStar knew proactive branding and strategic marketing would help them achieve their goals. Partnering with Amenable allowed NorthStar to gain a brand, logo, and visual language, as well as numerous marketing tools and strategies that have helped them grow exponentially.

Founded in 2018, NorthStar was a family dream realized by a father and son duo with a passion for carpentry, repairs, and restoration. After witnessing the lax standards within the contracting industry, NorthStar's founders knew there was a need for professional, honest, and reliable contractors. Their passion has turned into a successful business that is changing the contracting industry by demonstrating the highest standard of reliability, dependability, and craftsmanship.

THE CHALLENGE

From the beginning, the team at NorthStar has been exceptional—their skill is unmatched, and their honesty is unwavering. As NorthStar began to gain momentum, they knew it was time to develop an online presence that would accurately represent their company—something that communicated who they are and how much they care for their community. Contracting is a competitive industry, and NorthStar’s competitors are multi-generational companies that have been around for years. If NorthStar wanted to succeed, they knew they would need to develop greater brand awareness.

NorthStar knew a strong logo, brand, high-quality website, and personable social media presence would make them stand out. Without having a background in design or web development themselves, the founders at NorthStar recognized that they needed a team who would not only be technically competent, but would also understand the heart of NorthStar's vision. They needed to know their trustworthy, honest, and reliable culture would be clearly communicated. After meeting with a few different communications teams and considering these requirements, NorthStar decided to partner with Amenable. They trusted that we would have the skill and ability to accurately convey their mission and vision.

“We knew it would be imperative to let people that are exceptional in this field take care of the development of NorthStar’s online profile.”

STEVE (POPS) LEIFHEIT

How we partnered together

Our team spent time learning who NorthStar Contracting Services is and where they want to go. We learned about their story and their passion. We asked questions and listened until we knew we had the information needed to provide them a brand and online presence that matched their professional, yet down-to-earth, culture. Now, over the course of a four-years-and-counting relationship, the team at Amenable has provided various services for NorthStar. From web development to creating stickers, we've done it all. Take a look at the following pages to see for yourself all the services we've provided and the impact it has had on NorthStar and their customers.



A NEW BRAND, A STRONG LOGO, AND SOME PRACTICAL BUSINESS CARDS

Our first project with NorthStar was in 2018. We initially met to help develop a logo and brand that would accurately portray their company. While learning about NorthStar, we asked about the inspiration behind their company name. They told us “Northstar is the guiding star. It gets you back on track and it’s never changing.” It is also a loved symbol in the state of Maine, even appearing on their state seal. The team behind NorthStar is proud of where they live and wants to share that pride through their company. They also wanted a way to communicate that they are trustworthy, reliable, and will do what they say they’ll do.

Our team was inspired by the imagery, so we created a logo that used bold lines and colors with references back to the ‘guiding star.’ At this point in their business, most of NorthStar’s communication was happening through phone calls and face-to-face interactions, so they initially didn’t need a large collateral package. Instead, we used their new logo and brand to develop practical business cards. A simple tool, but one that established them and allowed them to save their budget for future projects that would help move their business forward.

LOGO



Primary Logo



Simple Typemark



Star Icon

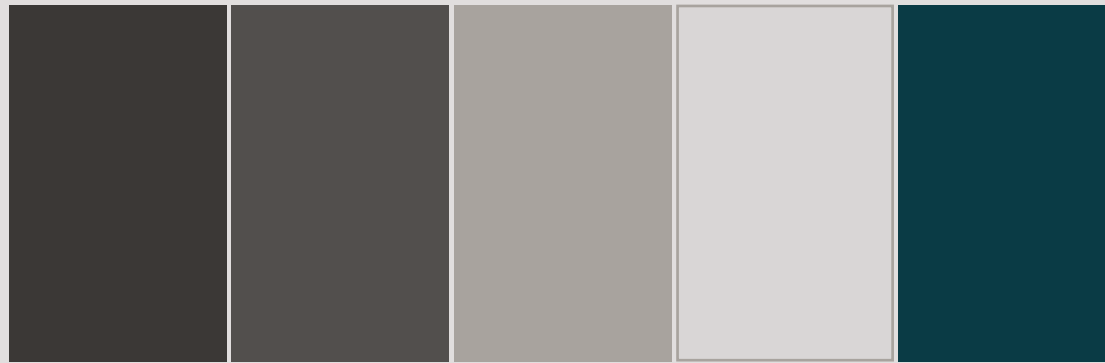


Full Typemark & Stamp



Logo & Location

COLOR



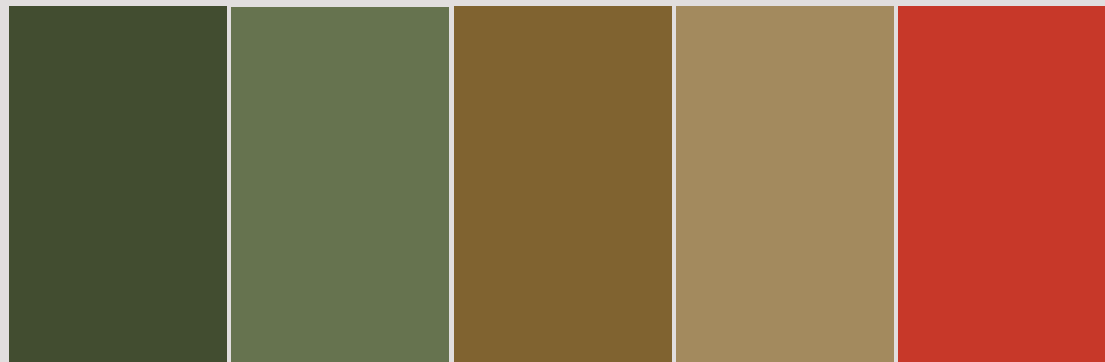
JACOBEAN

UMBER

STONE

LIMESTONE

AEGEAN



PINE

FERN

PECAN

MAPLE

VERMILLION

TYPEFACES

TEKO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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SERVING OUR NEIGHBORS IN MAINE,

NORTHSTAR CONTRACTING SERVICES

NEW HAMPSHIRE, & THE GREATER BOSTON AREA

STEVIE LEIFHEIT

STEVIE@NSTARCONTRACTING.COM
603-815-2249

WWW.NSTARCONTRACTING.COM

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SERVING OUR NEIGHBORS IN MAINE, NEW HAMPSHIRE, AND THE GREATER BOSTON AREA

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SERVING OUR
MAINE
NEW HAMPSHIRE
GREATER BOSTON
AREA

NEIGHBORS IN

NORTHSTAR
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PO BOX 600, YORK, ME 03909





THE IMPACT OF OUR WORK

An initial branding is always exciting. It's amazing for our partners to see their dreams come to life, a huge part of which is developing a logo and an official brand. This was NorthStar's first step into establishing themselves as something more.



A HIGH-QUALITY WEBSITE FOR A HIGH-QUALITY TEAM

As NorthStar continued gaining more traction, they reached a point where they needed an online location to which they could send potential customers, somewhere to display their information, values, and culture. Our team had a Web Discovery where we gathered a variety of information from the NorthStar team. We took this information and researched their industry, their competitors, and other brands that the founders admired. We then developed content that spoke to their character and quality of skill. Once the content was approved, NorthStar decided they wanted a website that could grow with them, so we used Wordpress to develop a semi-custom website.



NORTHSTAR

INDUSTRIAL RESIDENTIAL ABOUT CONTACT

BRINGING TRUST TO THE WORLD OF CONTRACTING

HOW WE WORK

COMMITTED & RELIABLE

We work through every challenge to deliver excellent finished products.

"They always showed up when they said they would; they were hardworking, quiet, courteous and always cleaned things up at the end of the day."

B.B. (BUXTON, ME)

VARIETY OF SERVICES.

DRYWALL

drywall, patch do it all.

EXTERIORS

From new paint to powerwashing, let's refresh your home.

FENCES

Preserve your fence with proper care and maintenance.

MEET OUR TEAM



Stevie Leifheit

Stevie is the Co-Owner and Operations Manager of NorthStar Contracting. He has a long history of working for painting and contracting companies. His experience allows him to bring great practical knowledge, skills, and insight to all his projects.

In his free time, Stevie can be found fishing, hiking, snowboarding, and spending time with friends and family. He's a great, friendly, competitive...

nstarcontracting.com



THE IMPACT OF OUR WORK

It takes a special partnership to authentically capture and communicate the heart of a business through a website. While our team created a site that articulates the values, culture, and quality of NorthStar, their team affirms it as true by living it out every day with their customers and community. The impact of this partnership has been a profound part of NorthStar's growth. As Steve (Pops) Leifheit (Co-Owner & Business Development Manager) explains, "When checking us out online, our clients see that we are a family-owned, culture-driven business, and we had nothing to do with that. It was all due to the effort and expertise of the team at Amenable."



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GAME-CHANGING PHOTOGRAPHY

Initially, we relied on stock photography for NorthStar marketing. It was a cost-effective solution that provided the high-quality resolution we needed for their brand persona. However, after developing the new website, we recognized that the stock photos were working against the values that were at the heart of NorthStar's brand—honesty and down-to-earth relational warmth. While it may have felt like a risky investment, NorthStar trusted us and decided to take the next step with professional photography. We sent our team photographer to Maine to spend a week following NorthStar, photographing their communities, projects, and team. The images captured were a game changer for their marketing and website. They were quickly noticed by NorthStar's potential clients, community, and large corporations.







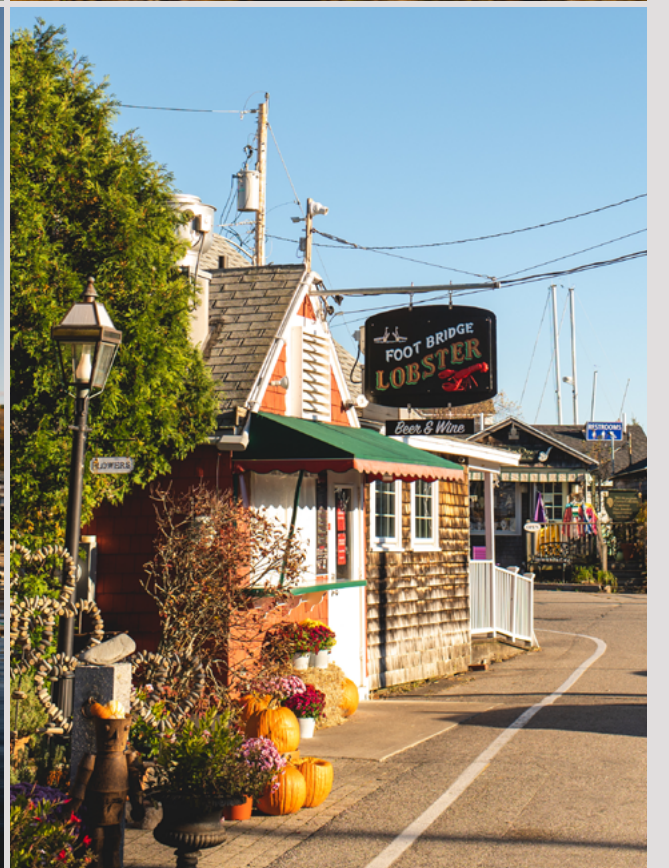
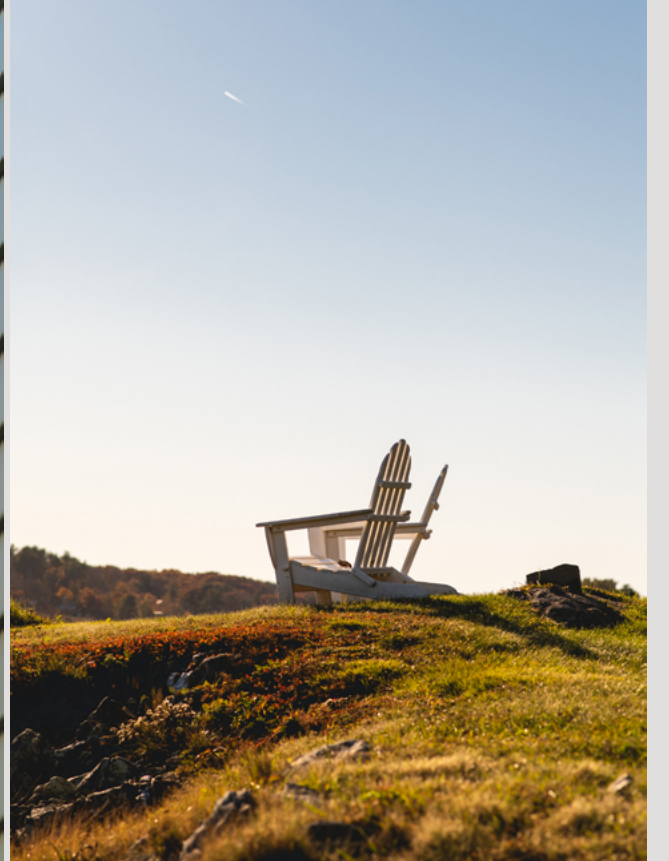














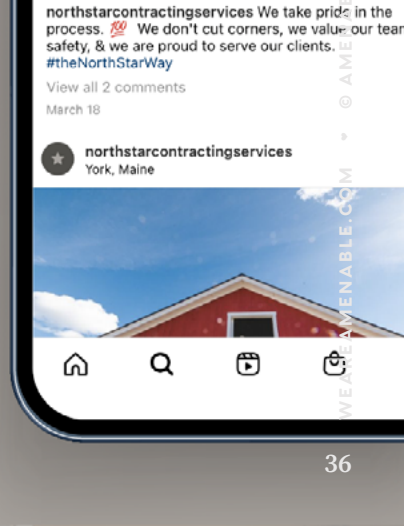
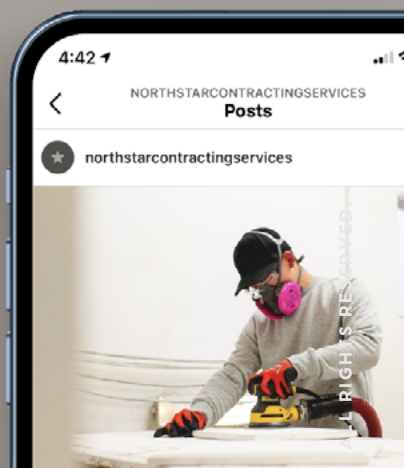
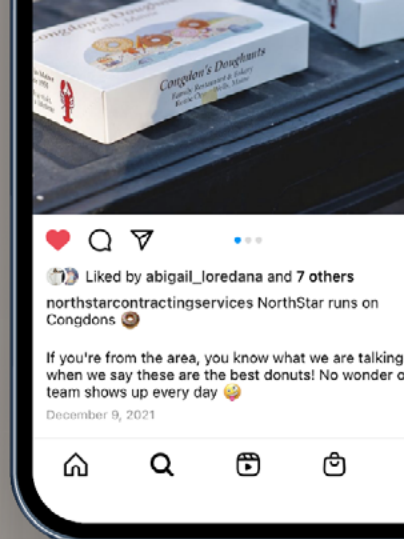
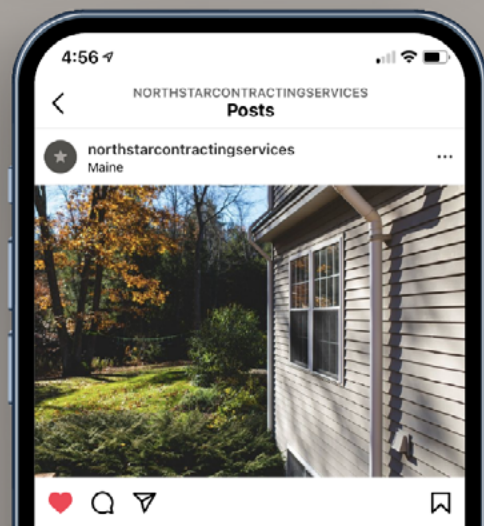
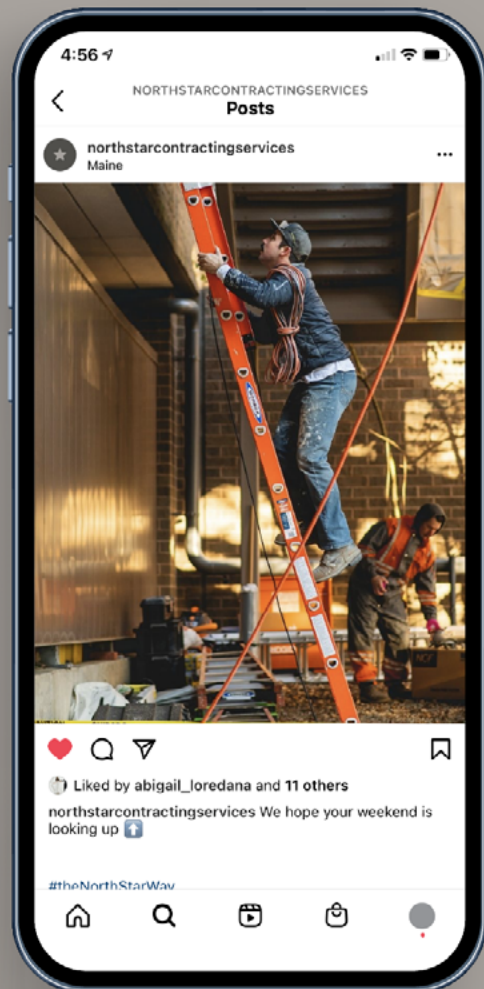
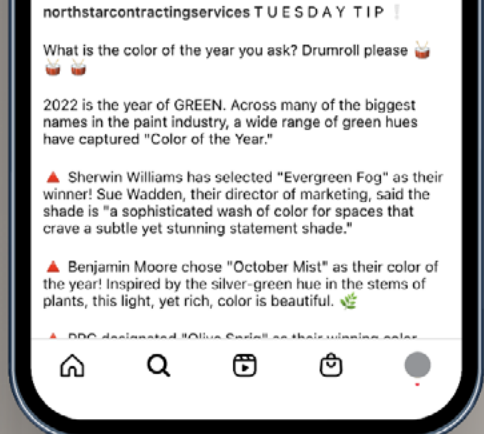
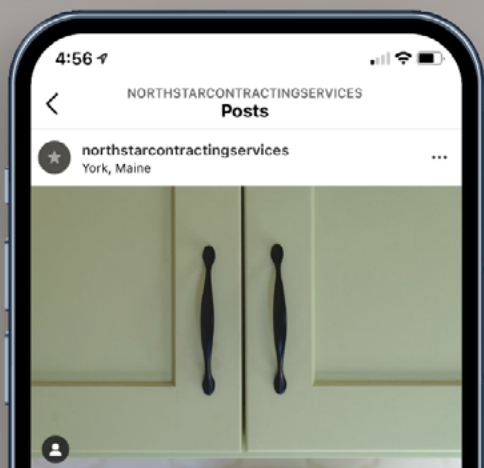
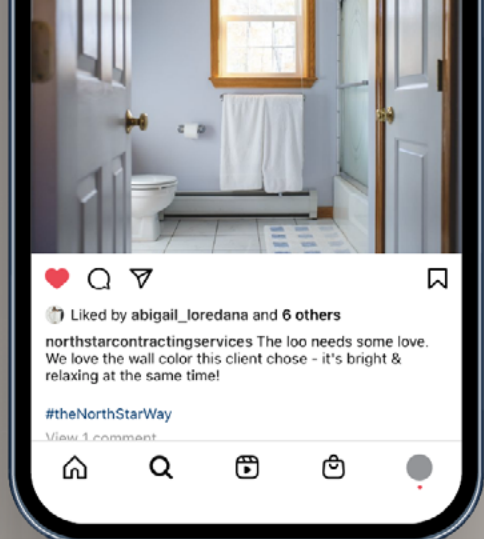
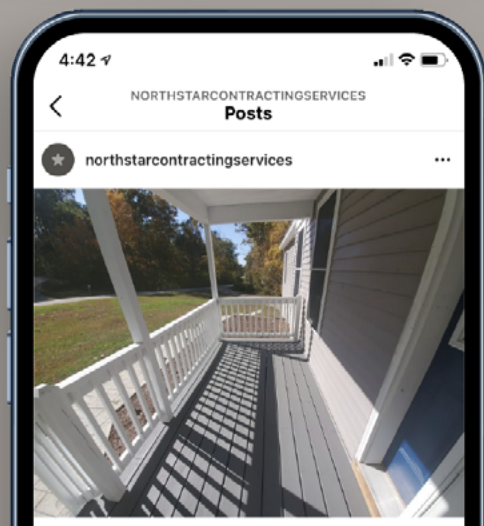
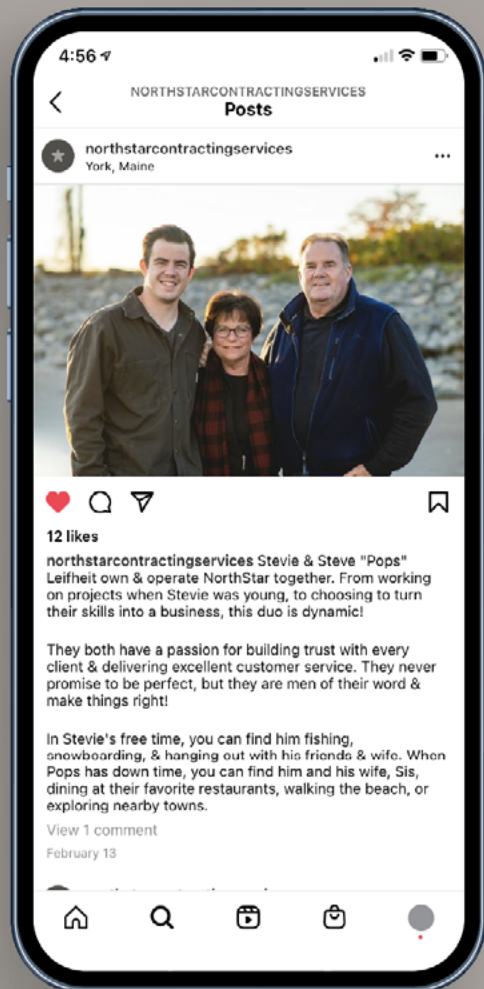
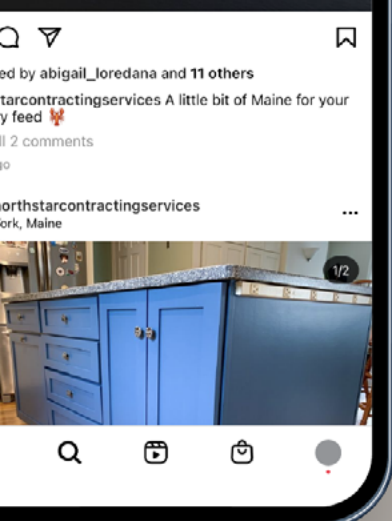
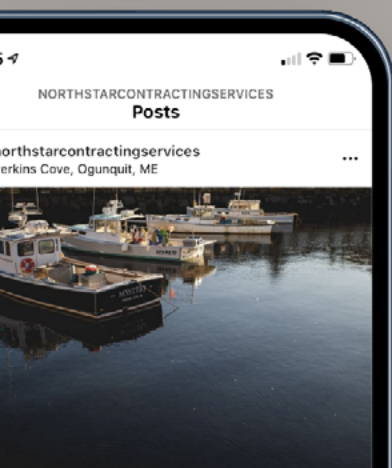
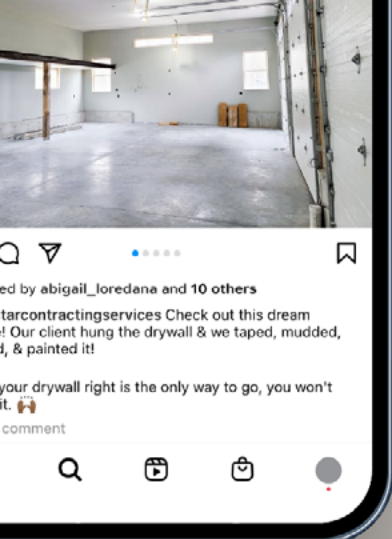


THE IMPACT OF OUR WORK

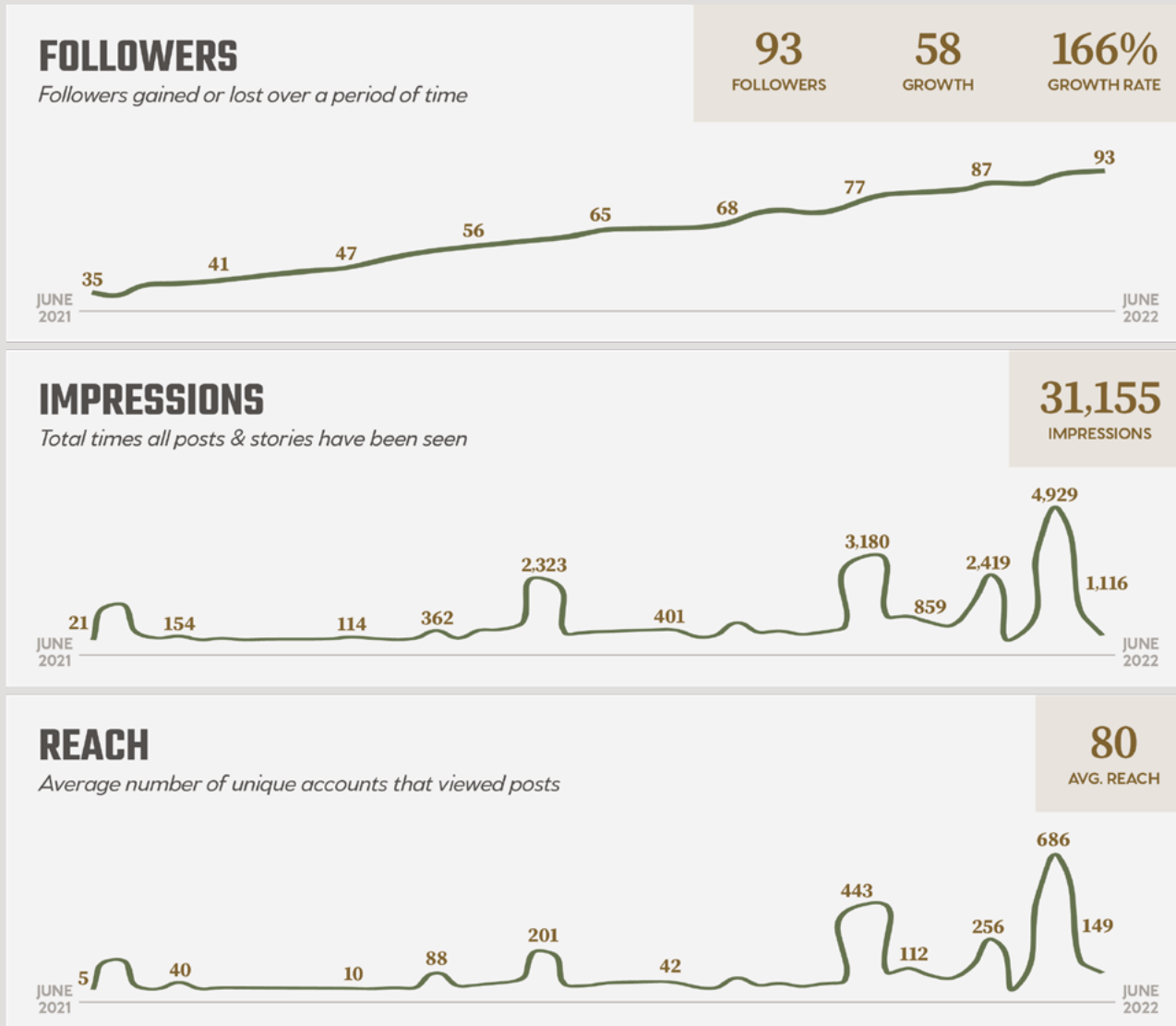
Having professional photography was the next step in making NorthStar stand out, but don't just take our word for it—this story from Steve (Pops) Leifheit (Co-Owner & Business Development Manager) makes it clear—“NorthStar was in the process of negotiating a deal with a new client. I introduced myself and immediately the client said, ‘Oh yes, I know exactly who you are. NorthStar’s name was mentioned the other day, so I went to look at your website and social media. We love what you’re doing. You’re exactly the kind of company we want to work with. We can tell from your marketing and your photos that you value family and embody the values we’re looking for in a partner company. We love how you use your social media to show your culture.’”

MARKETING & COMMUNICATIONS RETAINER

During spring 2021, we took over NorthStar's Facebook marketing for six weeks. With their busy schedules, they had been struggling to build engagement. They knew they needed to be consistently posting, developing content, and connecting with their audience, but between running a new business and working on projects, they just didn't have the time. We began our services and started posting consistently (four–six times) per week, with varying topics including before-and-after photos, tips, information on home trends, and other lighthearted content. Our efforts increased engagement, and through testing we were able to narrow down a target audience on Facebook. This not only grew NorthStar's brand awareness but also started bringing in leads. Because of the success of our six-week project, NorthStar has continued to partner with us through a marketing & communications retainer. Our ongoing goal is to continue building engagement and brand awareness for NorthStar.



INSTAGRAM GROWTH DATA / JUNE 2021-JUNE 2022



THE IMPACT OF OUR WORK

Once we took over NorthStar’s social media pages, huge growth began. Over the course of a year, NorthStar’s Facebook following grew by 74% and their Instagram following grew by 94%. The majority of NorthStar’s new residential leads come from their social media pages, and they are constantly being complemented and recognized because of the work we have done with their social media accounts. Because of our work on high-quality content, the team at NorthStar is free to focus on what they do best—providing professional, honest, and reliable contracting work.

“Since our partnership, we have experienced a leap forward in increased market presence in a much-condensed period of time.”

STEVE (POPS) LEIFHEIT



2022 MARKETING DISCOVERY & STRATEGY

Because of the huge marketing success in 2021, we knew we needed to start off 2022 with a plan. At the beginning of the year, we had a Marketing Discovery with the team at NorthStar. We discussed the biggest successes of 2021, ways to grow, and goals they had for this year. From this meeting, our team built out a new strategy and objectives that would guide our marketing for NorthStar in 2022.

2022 MARKETING STRATEGY

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Industrial Gra
BRUSH



2022 GOALS

- Increase NorthStar's perception as being a market leader and industry expert in both the B2B and B2C space
- Increase name recognition of NorthStar in order to drive increased number of leads
- Double the amount of incoming monthly leads (focused on custom cabinetry and custom contracting)
- Increase the number of residential projects for the shop in order to create margin for Stevie/Pops to take on more commercial/B2B work
- Leverage CRM system to track leads, customer interactions, bids, projects, etc.

THE IMPACT OF OUR WORK

Meetings like this are exciting. They are opportunities to reflect and cast a vision for what is to come. Being proactive with our clients allows them to feel valued, heard, and cared for. They know that we are truly partners, and we will do what we need to to help them achieve their goals.

QUARTER 2 GOALS

- **Capsule CRM:**
 - Set up Capsule CRM Software
 - Upload contacts of past customers and create new structure for new leads
 - Connect with additional business management software (Quickbooks, social media, etc.)
 - Gather existing emails and catalog all emails within CRM system
- **Social Media:**
 - Target following: 15% increase in "likes" on Facebook (from 293 to 338), 20% increase in Instagram followers (from 66 to 80)
 - Spend \$150 on Facebook ads & \$75 on Instagram ads
 - Find 5 additional groups/pages that contain target group and begin posting/engaging with content
 - Run 1 NextDoor "Local Deal" & post 2x/month
 - Define 5 topics/content pillars for LinkedIn that can be used for ongoing long form content
 - Create content for monthly newsletter out to clients
- **Client Management & Business Growth:**
 - Develop a referral program (e.g. offering clients a discount for services when they refer a friend that books)
 - Require client referrals to sign up for the email list
 - Develop follow up process for gaining reviews after project completion
- **Networking:**
 - Set up the Google Business Page and get to 15 reviews
 - Build client review base by sending follow up surveys a week after project completion
 - Identify 5 industrial clients/companies that would be excellent candidates for ongoing commercial project jobs (e.g. maintenance, cleaning, painting, etc.) =

QUARTER 3 GOALS

- **Capsule CRM:**
 - Fine tune CRM tools setup to ensure we are optimizing feature set
 - Send out monthly newsletter to current clients highlighting product offerings and services
- **Social Media:**
 - Target following: 15% increase in "likes" on Facebook (from 338 to 388), 20% increase in Instagram followers (from 80 to 96)
 - Spend \$150 on Facebook ads & \$120 on Instagram ads
 - Use Instagram reels to show BTS of projects
 - Highlight client reviews, before and after of projects
 - Focus on highlighting custom cabinetry work
 - Increase posting/engagement in existing Facebook groups to increase name recognition
 - Run 1 NextDoor "Local Deal" & post 2x/month
 - Post twice a month on personal LinkedIn pages with informational content that highlights premium offerings, expertise, desired projects, team/company info, etc.
- **Client Management & Business Growth:**
 - Referral program goes live with social media & email rollout
- **Networking:**
 - Begin strategically networking with individuals from identified industrial companies that would be decision makers for future projects
 - Grow personal LinkedIn (increase by 50 connections this quarter) to create stronger pathway for commercial networking/projects



MERRY CHRISTMAS FROM NORTHSTAR

Around Christmas, NorthStar was looking for a meaningful way to connect with their clients and other partners. We collaborated with their team to develop a Christmas card for 2021. As with all of our services, we designed it with our client’s brand in mind. This card radiated Christmas cheer while staying true to the brand persona of NorthStar—think “merry and bright” meets a strong cup of coffee. Then, the founders at NorthStar wrote a note which was scanned and inserted into the interior design of the cards. This allowed the cards to offer handwritten warmth without adding to NorthStar’s workload. Amenable then printed and produced the cards—all NorthStar had to do was address the envelopes and mail them out.



**MERRY
CHRISTMAS
FROM YOUR
FRIENDS AT
NORTHSTAR
CONTRACTING
SERVICES**

*We would like to Thank
you for your contribution
to our continued success
this year. And we are
hoping for the best for you
during the holidays, as well
in the upcoming year.*

*Steve "Pops" Grant
Suffin*

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NSTARCONTRACTING.COM





OH! WHAT FUN!
CELEBRATE THE CHRISTMAS SEASON WITH US!

We're grateful for your contribution this year to NorthStar Contracting Service's continuing success. Join us for an evening of merriment with good food and friends.

DECEMBER 11 ★ 6-9PM
PADDY'S AMERICAN GRILLE
27 INTERNATIONAL DRIVE, PEASE INTERNATIONAL TRADEPORT

Please RSVP for you (and your plus one) by Friday, December 3.



THE IMPACT OF OUR WORK

In an industry like contracting, recurrent business is crucial. Even though projects may be years apart, being called back again, or talked about positively by word of mouth can be a game changer for a business. NorthStar not only wants to get new customers, but to keep the ones they already have. Sending a personal, thoughtful, and intentional Christmas card allows NorthStar's customers to feel truly connected and cared for. It reminds them of the quality character of the team at NorthStar, and it encourages them to remain loyal to Northstar when making recommendations or considering future projects.



DOOR HANGERS & YARD SIGNS

Word of mouth leads are a huge part of how NorthStar gains new customers. Knowing this, we wanted to make sure we were hitting their marketing from all angles. We collaborated with the NorthStar team to design and develop door hangers and yard signs as marketing tools. When the team completes a project, they place the door hangers on neighboring houses to encourage neighbors to talk when looking for a contractor. The yard signs are placed on properties where NorthStar is currently doing work. Both of these marketing tools encourage organic conversations between NorthStar's clients and the people they encounter on a daily basis.

“Amenable has given NorthStar market recognition beyond where we would ever be with our own business efforts.”

STEVE (POPS) LEIFHEIT



JUST FINISHED!


Our team completed a home project for your neighbor. We'd love to help you out too.

We paint, we repair, we install.

Learn more by talking to your neighbor or by calling us at 603-815-2249.

NORTHSTAR
CONTRACTING SERVICES

INSURED * LICENSED & INSURED




NorthStar Contracting is a family-owned and -operated business dedicated to serving Maine, New Hampshire, and the greater Boston area.

We are licensed, insured, reliable, and trustworthy.

Whether you need new paint, a fence stained, cabinets installed, or drywall hung—we offer unparalleled quality, service, and professionalism.

**HAVE A PROJECT IN MIND?
WE'D LOVE TO HELP.**

**CALL US AT
603-815-2249 FOR
A FREE WALKTHROUGH
AND ESTIMATE.**

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 [@NORTHSTARCONTRACTINGSERVICES](https://www.instagram.com/NORTHSTARCONTRACTINGSERVICES)  [FIND US ON
NEXTDOOR](https://www.nextdoor.com)



THE IMPACT OF OUR WORK

Creative marketing tools like door hangers and yard signs provide an easy opportunity for potential clients to connect quality work with the name behind it. It also is a great way to gain trust, as neighbors are able to see the crew and the work being done and hear a real testimony from someone they know. These efficient tools get conversations started and create major brand awareness.





TRUCK STICKERS

When working on residential projects, the NorthStar team wanted a clear way to identify their trucks with the NorthStar brand; however, because they work on industrial projects in high security areas, they needed their logo to be removable. We got to work on this project and brainstormed ways we could meet their specific needs. We came up with a static cling solution, which was easy to remove and replace, while always looking professional and clean.

NSTARCONTRACTING.COM

NORTHSTAR
CONTRACTING SERVICES

CONNECT WITH US   



THE IMPACT OF OUR WORK

Brand recognition is essential. It is what will keep NorthStar's business running for years to come. Providing tools that meet the needs of our client and show their professionalism is simply unbeatable. Providing services like this creates the opportunity for our customers to grow in their brand recognition and to exude professionalism.

“Amenable has spearheaded all of our marketing efforts and has helped create an online presence that truly communicates our goals to the customer. They’ve produced incredible content that helps us stand out from the competition.”

STEVIE LEIFHEIT

The impact of our partnership

Our partnership with NorthStar has brought major awareness to their brand. Their team has seen incredible growth in their market presence in a short amount of time. Their Facebook and Instagram followings have grown substantially, and their social media pages have brought in numerous leads. The marketing tools and strategies we created have allowed for various forms of communication to successfully reach a wider target audience. After investing in our professional photography and using it in their marketing and on their website, NorthStar started getting noticed not only by potential clients, but also by their community, potential partners, and large corporations.

Our marketing is such a success because it truly is a partnership with NorthStar. We communicate their values and diligently promote them, and they confirm the honesty of our marketing by consistently living out their values as they perform their services.



**Now that you know a bit more
about what we can do, want to learn
more about what we could do for you?**

Email us at hello@weareamenable.com with any questions you have.
We'd love to hear from you and have a conversation!

weareamenable