

Paige Black Helps Phoenix Masonry Rise In The Construction Industry

Industry Background

Christy Crook is prospering as a woman in a man's world. Crook became one of the few women in the U.S. to own a masonry company when she founded Thornton, Colorado-based Phoenix Masonry Inc. in August 2010. Phoenix Masonry specializes in commercial projects with an emphasis on small jobs, apartments, repairs, renovation, remodeling, and additions, and has contributed to multiple noteworthy projects across the Centennial State, including Wadsworth Storage, the pedestrian bridges at Fox and Federal, and the Stanley Marketplace. In addition to an impressive project portfolio, Crook's staff grew 30 percent between 2017 and 2019. Still, the changemaker wanted more and decided to start working with Denver-based marketing firm Paige Black in July 2019 to increase her online presence and expand brand awareness.

"I operated my company for almost nine years without a website," Crook, who earned a B.A. in organizational communication and business management from Metropolitan State University of Denver in 2002 and an international M.B.A. from the University of Denver in 2007, said. "Through my education and understanding of marketing, I knew that an online presence could catapult us and help us get in front of other general

contractors, particularly bigger contractors that are doing nationwide work. Plus, I knew that many contractors, especially ones in the subcontractor community, are woefully behind when it comes to marketing. So, more than anything, I contacted Paige Black because I wanted to separate us from the competition."

Increased Visibility

Paige Black, which aims to help leaders leverage marketing to reach their goals and realize their business vision, moved swiftly to build Crook's website and create its content. The marketing firm also began crafting Crook's brand messaging to her target audience via social media, specifically on Facebook and LinkedIn.

Case Study

More Website Traffic

"There's no question that Paige Black helped to dramatically increase our reputation and get us in front of the right people," Crook, an active member of the American General Contractors Association, Rocky Mountain Masonry Institute, and the National Association of Women in Construction, said. "Our website looks professional and marketing has driven people to our site via our blog and social media accounts. "I kind of gave up control of my personal LinkedIn account, and I'm just astounded by what I've seen happen there. Prior to working with Paige Black, we really just relied on networking events and traditional invites to bid, those kinds of methods, to get in front of contractors. I still do those types of things, but Paige Black's impact has been noticeable."

Statistics validate Crook's assertions. In October 2019, approximately three months after establishing business relations with Paige Black, Phoenix Masonry's "contact us" page was still failing to attract visitors. Roughly 17 months later, in March 2021, visitors to Crook's "contact us" page grew by 378.57 percent. Moreover, visitors to Phoenix Masonry's website have increased by 489 percent and visitors to its careers page skyrocketed by 1,658.3 percent.

Cross-Cultural Marketing

Phoenix Masonry's team consists of around 40 individuals. Many of these people are of Hispanic ancestry who strictly speak Spanish. Because the vast majority of masons are Spanish-speaking, and because Phoenix Masonry continues to grow, Crook knew that she needed to devise a cross-cultural marketing strategy to attract the best workers. Accordingly, Crook collaborated with Paige Black's chief marketing officer, Marilyn Heywood Paige, to connect with the audience that she wanted to target.

"As we undergo growth, we've been really trying to focus some of our messaging on getting people to come work for us," Crook said.

"I think one of the best things that I've seen, particularly for our field employees, is the message that we're good employers. We take care of our employees, view everybody like family, and I think that (Paige Black) has helped show that that message isn't just lip service because we really do care. This messaging has been easy to relay to our office folks, but it's been more difficult to relay to our field employees because around 80 percent of them only speak Spanish. We've worked hard to determine how we can best reach Spanish-speaking people, and I've noticed a marked difference. It's been helpful for me to have Paige Black look at all of the cultural messages and to help me build the image that I want to present."



Branding A Minority-Owned Business

As previously noted, Phoenix Masonry is one of the few women-owned masonry companies in America. Although the workplace still isn't equal for women, [a study conducted by the General Social Survey \(GSS\)](#) revealed that gender equity has experienced exponential growth over the past four decades. Because gender equality in the construction industry has been a frequently discussed topic over the past decade, Crook and Paige teamed to develop brand messaging that highlights that Phoenix Masonry is a minority-owned business.

"Marilyn really helped me drill down what we wanted our message to be and how we wanted to present Phoenix Masonry and me as the owner," Crook said. "She helped me realize that my face is part of that brand, and particularly when it comes to women in construction. There's one other woman-owned mason contractor in town and she's really great and we refer back and forth. As far as I know, we're the only women mason contractors in Colorado."

Higher Quality Employees & More Revenue

Although pressed for ways that Paige Black can improve its services, Crook repeatedly expressed her complete satisfaction with the marketing firm. Crook said that she's been able to gain, and retain, higher-quality employees and that increased traffic to her website has helped Phoenix Masonry secure more jobs. However, more than anything else, Crook's thrilled that Paige Black has helped Phoenix Masonry project a more credible and professional image.

Reputation Elevation

"I think the biggest difference that I've seen is that we're viewed as a more professional company and one that people want to partner with," Crook said. "We're not a subcontractor that shows up to a job, gets the work done, and vanishes after getting paid. When we partner with general contractors, we are fully invested. Paige Black has certainly elevated our reputation in Colorado's construction industry, and that's what I wanted."

Ready to attract better talent, increase revenues, and elevate your reputation?

Contact Mike Black at Paige Black.

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