





## Overview

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Over the 10 years working with Grant Marketing as its brand and marketing agency, Fourstar grew from 44 employees to 72, and overall revenue increased by 40%. In fact, in the last five years, Fourstar achieved double-digit growth in each of those years.

## Rebranding

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In 2013, Phil Holman, president of Fourstar Connections, wanted to rebrand the company from a commodities-based wire and cable company to a solution provider focusing on new product introduction (NPI) and design for manufacturing (DFM).

Grant Marketing took the company through its Inside Focus on Brand development process by meeting with the Fourstar management team to get an in-depth understanding of how they perceive themselves and how they want to be perceived moving forward. Grant Marketing also interviewed Fourstar customers to understand their perception of Fourstar and to get feedback on products and services that they would like to see from Fourstar.

# Brand Refresh: EMS Trusted Advisor

Having experienced substantial growth, but feeling they were outgrowing their niche, the team at Fourstar decided they needed to refine their business model and engaged Grant Marketing again for a rebrand in 2019. This would be a major shift, focusing almost extensively on custom solutions for companies manufacturing new and upgraded products. Fourstar further developed their brand as a trusted advisor.

## Brand Process Deliverables

### New Brand Messaging

With over three decades of listening to and collaborating with customers, building relationships with industry specialists, deepening our DFM, NPI, and engineering support, and optimizing global supply chain suitability, we've developed tactical insight, expertise, and agility to provide you strategic options that maximize value and capacity.



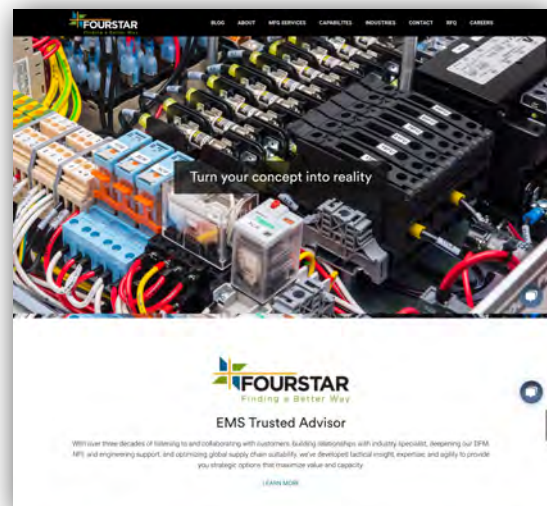
### New Logo



before

after

### New Website Design

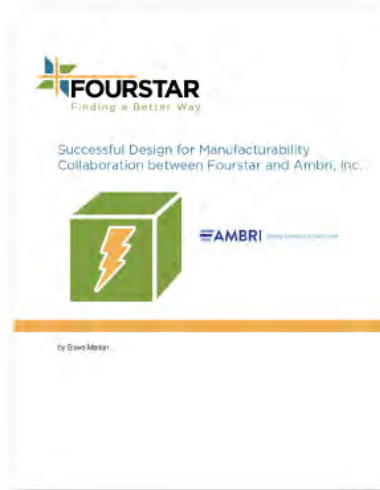


before

after

# New Sales and Marketing Content

## Case Studies and E-Books



## Web Pillar Pages



## Landing Pages



# Blogs

**FOURSTAR** BLOG ABOUT US WHO SERVICES CAPABILITIES INDUSTRIES CONTACT US FAQ CAREERS

## Fourstar Connections Blog

### Why You Should Consider Risk 5 Compliance

Posted by The Editor on Jan 13, 2015 11:00 AM EST

Have you ever thought about the risks of non-compliance? It's not just about the fines and penalties, but the damage to your reputation and the loss of your business. Risk 5 Compliance is a new standard that is designed to help you manage your risks and ensure that you are always ready for any eventuality. It's a standard that is designed to help you manage your risks and ensure that you are always ready for any eventuality. It's a standard that is designed to help you manage your risks and ensure that you are always ready for any eventuality.

**Key Takeaways:**

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## Fourstar Connections Blog

### Optimizing Design-for-Manufacturability and Time-to-Market Strategies with Your EMS Partner

Posted by The Editor on Jan 11, 2015 11:00 AM EST

Have you ever asked yourself if a component you're working on is truly optimized for manufacturing? It's not just about the design, but the manufacturing process. Design-for-Manufacturability (DFM) is a design approach that focuses on optimizing the manufacturing process. It's a design approach that focuses on optimizing the manufacturing process. It's a design approach that focuses on optimizing the manufacturing process.

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## Fourstar Connections Blog

### New Product Introduction Checklist

Posted by The Editor on Jan 10, 2015 11:00 AM EST

Have you ever asked yourself if your new product is truly optimized for manufacturing? It's not just about the design, but the manufacturing process. Design-for-Manufacturability (DFM) is a design approach that focuses on optimizing the manufacturing process. It's a design approach that focuses on optimizing the manufacturing process. It's a design approach that focuses on optimizing the manufacturing process.

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## FOURSTAR

### I'D LIKE A FREE 15-MINUTE ENGINEERING CONSULT & ROHS ASSESSMENT

Having a fully compliant, RoHS-compliant PCB is essential for meeting the requirements of the RoHS Directive. Our experts can help you with your RoHS compliance needs. We can help you with your RoHS compliance needs. We can help you with your RoHS compliance needs.

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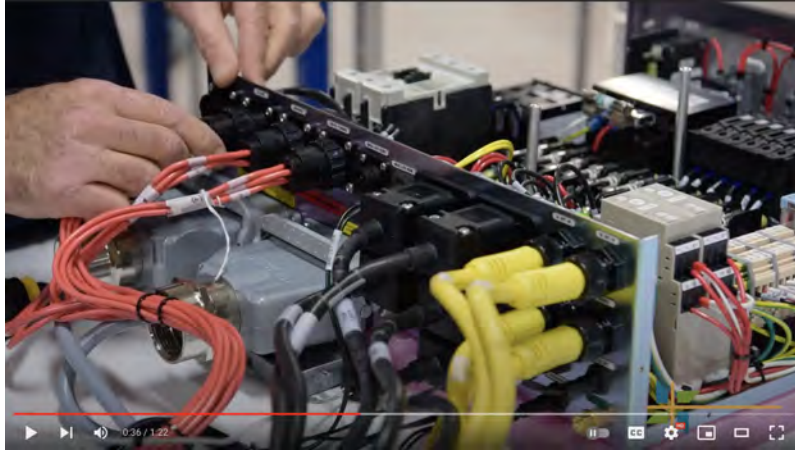
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## New Photography/Video



## Sustainability

Another business model shift for Fourstar was to commit, as deeply as possible throughout its organization, to sustainability initiatives that covered eight benchmark goals, as follows:

- Comprehensive measurement systems
- Decreased dependence on fossil fuels
- Decrease/optimize use of natural resources
- Intensify efforts to expand customer RoHS compliance
- Responsible consumption and production
- Employee health and wellness
- 401(k) retirement and sustainable and impact investing
- Good neighbor—responsible stewards initiatives

Grant Marketing assisted Fourstar in writing and formatting its first Sustainability Report and creating a comprehensive pillar page to aid in SEO exposure and outreach, as they sought to attract companies and businesses that were also a good fit with the sustainability model.



## HubSpot Marketing/Sales Platform



Fourstar added the HubSpot CRM Suite to its marketing tools to schedule and implement inbound marketing, provide sales tools for account managers, and customer service tools for HR.

HubSpot provides a CRM where sales and management can communicate with customers and prospects and manage sales revenue on a sales pipeline. The sales pipeline provides a chart of sales wins and losses for the company that is available to the account managers to monitor the success of their sales activities.

As part of its service, Grant Marketing provided scheduled workshops for the sales and account management staff on best practices for using the HubSpot CRM to manage customer and prospect communications.

Grant Marketing and Fourstar Connections maintained a partnership over eight years. Last year, Fourstar was purchased by Genuine Cable Group.

“Grant Marketing was instrumental in the growth of our company, and the HubSpot software allowed us to consolidate our tech stack and make sales and marketing operations run smoothly and transparently. Grant's team worked seamlessly with our management team to achieve our goals. I would highly recommend Bob Grant and the Grant Marketing team to any manufacturing company that wants a dedicated team of marketers to help grow their company.”

Phil Holman  
President of Fourstar Connections



[www.grantmarketing.com](http://www.grantmarketing.com)