

Strategic Positioning for AMM in the Huntington, WV Market

This report provides a comprehensive analysis of the marketing landscape in Huntington, West Virginia, with a strategic focus on positioning AMM for distinct competitive advantage. Drawing insights from the Grow and Convert (G&C) positioning case study, this analysis identifies market gaps and proposes actionable recommendations to establish AMM as a leading, results-driven agency.

1. Key Takeaways from the Grow and Convert Case Study

Grow and Convert's success in establishing a premium and unique market position offers a robust framework for AMM. Their strategy is fundamentally rooted in four core criteria for effective positioning: precisely defining the target audience, identifying pain points, articulating clear uniqueness, and providing measurable proof of value. This comprehensive approach is crucial for any entity aiming for strategic market entry and sustained growth.

A foundational principle observed in G&C's journey was their deliberate filtering of feedback, specifically choosing to disregard input from individuals who would not be significantly impacted if their product ceased to exist. This approach emphasizes the strategic importance of focusing resources on a core audience with specific, unmet needs, thereby ensuring effective positioning and optimal resource allocation. G&C moves beyond superficial metrics, such as simple website traffic or article deliverables, to prioritize driving qualified leads and actual conversions. Their sophisticated lead attribution models measure conversions not only via first-click and last-click interactions but also by tracking users who engaged with a blog post at any point in their customer journey. This rigorous commitment to tangible outcomes enables them to command premium pricing, with services often priced at \$10,000 per month, and consistently generate new leads, averaging over one per week.

The approach taken by G&C is not merely about what services they offer but strategically highlights what they do differently and better than the perceived shortcomings of other agencies. By explicitly stating that "most content solutions don't hold themselves accountable to leads", they create a clear, compelling contrast. This framing resonates deeply with clients who have experienced frustrations with a lack of accountability in the marketing industry, thereby building trust and positioning G&C as a superior alternative.

2. Competitor Overview

Analysis of the marketing and creative agency landscape in Huntington, WV, reveals several key players. For this report, three agencies with comprehensive public descriptions were selected for in-depth analysis: ICS Creative Agency, 702 Pros, and Bulldog Creative Services. A common thread among the identified competitors is their broad positioning as "full-service" agencies or providers of an extremely wide range of services. While this approach may appeal to businesses seeking convenience, it inherently carries the risk of weak expertise across all service areas. This suggests that instead of attempting to out-compete on the sheer volume of services, a strategic

differentiator lies in offering profound depth and specific problem-solving capabilities in key areas.

Identified Agencies for Analysis:

ICS Creative Agency:

- **Target Customer:** ICS positions itself broadly, serving "all types of businesses," including small to large corporations, government entities, non-profits, and municipalities. They operate globally but emphasize a specific focus on the Huntington, WV area.
- **Core Services:** Offers a comprehensive, "full-service" suite of digital marketing solutions. They are known for web design and development (custom, client-controlled, on various platforms like WordPress, Shopify, HubSpot), but they also provide branding, graphic design, video production, photography, e-commerce solutions, social media marketing, content creation, SEO, and PPC management.
- **Unique Selling Points:** Emphasizes "custom solutions", client control over their custom-built websites, a "North American based team" (employees in America and Canada providing local expertise), over 15 years of experience, and a general "results-oriented approach."

702 Pros:

- **Target Customer:** Primarily focuses on businesses in Huntington, WV, and nearby cities. They cater to a range of sizes, from startups needing an online presence to small and medium-sized companies seeking increased business awareness and professionalism, particularly those looking for a strong return on investment.
- **Core Services:** Offers an extremely extensive and diverse suite of digital services. This includes award-winning web design (WordPress, Elementor, various packages), SEO (claiming "cutting-edge technology" and being "10 steps ahead"), comprehensive digital marketing, web hosting, website maintenance, branding, PPC, email marketing, app development, and copywriting.
- **Unique Selling Points:** Aggressively positions itself as the "Top Creative Agency" and "Best Creative Agency in Huntington, WV" (2024 Gold Winner). Key USPs include being a "veteran-led business" (CEO Justin Young, Air Force Veteran), strong emphasis on delivering "the best results and customer service ever" and "highest return on your business investment," deep "local market expertise" and award-winning services across multiple categories, proprietary tools, user-experience focused web design, and competitive pricing/deals.

Bulldog Creative Services:

- **Target Customer:** Targets a diverse range of clients, including specific sectors such as banks, educational institutions, industrial companies, and medical facilities.
- **Core Services:** Provides a wide array of advertising and marketing needs, positioning itself as a "one-stop shop." Services include logo development, media planning and buying, collateral materials, website design and programming, and HD video production.
- **Unique Selling Points:** Emphasizes its "Comprehensive Service" approach, allowing clients to fulfill all advertising and marketing needs in one place for consistent

messaging. Highlights "Award-Winning Work" (numerous regional, national, and international accolades). Claims a "Client Success Focus," valuing compliments and referrals above awards. Demonstrates "Experience and Growth," established in 1999 and growing significantly to over a dozen professionals.

3. Marketing Product Fit

AMM's Best-Fit Services for Huntington:

- **SEO & Content Marketing (Results-Driven):** AMM can differentiate by adopting G&C's proven, results-oriented approach. This includes prioritizing bottom-of-funnel content for faster, more direct results, producing exceptionally high-quality, expert-level content that resonates with advanced audiences, thereby avoiding generic "high school research paper" content, and implementing a robust, multi-channel promotion strategy that ensures content reaches its target audience and converts.
- **Website Design & Development (Conversion-Optimized):** While ICS and 702 Pros emphasize web design, AMM can position its web design services not merely for aesthetics or functionality, but explicitly as tools for lead generation and conversion optimization. This aligns with G&C's overarching focus on measurable results and the tangible outcomes demonstrated in CRO case studies. This means designing websites with clear, intuitive conversion paths and integrated tracking.
- **Consulting (Strategic & Accountability-Driven):** G&C's business model is inherently consultative, focusing on diagnosing and solving specific client pain points while being rigorously accountable for measurable outcomes. This contrasts with agencies that simply deliver outputs. AMM can offer strategic consulting that helps Huntington businesses understand

Industries that Could Benefit Most from AMM's Services:

- **Healthcare/Medical Facilities:** Bulldog Creative Services already targets medical facilities. Crucially, G&C itself worked with a "concussion treatment center" and successfully produced highly specialized content on "neuroplasticity treatment". This indicates a significant opportunity for AMM to provide advanced, expert-level content and lead generation strategies for specialized medical practices or healthcare providers in Huntington who require nuanced communication.
- **Industrial Companies:** Businesses in this sector often have complex B2B sales cycles where detailed, authoritative content and a clear path to qualified lead generation are important. AMM's ability to produce expert content and drive conversions would be highly valuable here.
- **Established Small to Medium Businesses with Existing Sales Channels:** Mirroring G&C's ideal target customer profile, AMM should focus on SMBs in Huntington that possess a proven business model and an existing sales process but are currently struggling with converting website traffic into qualified leads. These businesses are more likely to recognize and appreciate the value of a results-driven, accountable marketing partner.

Specific Needs AMM Already Solves:

- **Lack of Accountability for Leads:** AMM can directly address the critical pain point that "most content solutions don't hold themselves accountable to leads" by implementing and transparently reporting on lead attribution models similar to G&C's rigorous methods.
- **Inability to Write on Advanced/Specialized Topics:** If AMM can cultivate or leverage expertise to produce content on complex subjects, it can effectively fill the market gap.
- **Low Conversion Rates Despite Traffic:** AMM can directly assist businesses whose "conversion rate stays frustratingly low no matter what you do on the traffic generation side" by focusing on conversion-optimized content, clear calls to action, and strategic user journey mapping.

4. Market Gap Analysis

Gaps in Current Agency Offerings in Huntington:

- **Lack of Explicit Accountability for Leads/Conversions:** While some local competitors claim to be "results-oriented" (ICS; 702 Pros), none explicitly detail their lead attribution models or guarantee leads/sign-ups in the transparent manner that Grow and Convert does. This represents a significant and unaddressed trust and performance gap in the Huntington market.
- **Incomplete Content Promotion Strategies:** Grow and Convert explicitly highlights that most agencies lack a "thorough promotion process", particularly a multi-faceted one that effectively combines community engagement, paid amplification, and targeted link building. Competitor descriptions do not detail such comprehensive and integrated content promotion strategies.
- **Opportunity for Premium, Results-Driven Pricing:** The Huntington market may lack agencies that can confidently justify and command a premium price point (similar to G&C's \$10k/month) by explicitly tying their services to high-value, measurable business outcomes and demonstrating tangible ROI.

Opportunities for AMM to Fill These Gaps:

- **Serve an Underserved Industry with Complex Needs:**
 - **Opportunity:** Strategically focus on industries within Huntington such as specialized healthcare, industrial manufacturing, or complex B2B services. These sectors often require highly specialized, expert-level content and a clear, traceable path from content consumption to qualified lead generation. These industries typically have higher customer lifetime values, which justifies a premium, results-driven approach. By specializing in content for these complex industries, AMM can directly address this specific pain point, positioning itself as the indispensable expert for nuanced, high-value content that truly resonates and converts. This niche focus allows AMM to avoid direct competition with generalists and attract clients with specific, high-stakes content needs.
- **Offer a Service That's Not Easily Available:**

- **Opportunity:** Develop and market a service package that integrates expert content creation with a robust, transparent, and multi-channel promotion strategy that explicitly guarantees lead generation, not merely traffic. This must include paid promotion and targeted link building. While competitors list SEO and content creation as services, their descriptions lack the detailed, results-accountable promotion strategy that G&C employs. This integrated approach, where content is not just created but actively driven to convert into qualified leads, represents a clear and significant market gap. AMM can offer a "full-funnel" content solution that explicitly links content investment to sales-qualified leads.
- **Position as More Results-Driven, Specialized, or Consultative:**
 - **Opportunity:** AMM can explicitly position itself as the agency that consistently delivers qualified leads and conversions, moving beyond the common agency claims of traffic or deliverables. This requires adopting G&C's rigorous accountability metrics and transparent reporting practices. Furthermore, AMM should emphasize a consultative approach that diagnoses specific conversion problems and proposes tailored solutions, rather than simply selling a menu of services. AMM can powerfully differentiate itself as a true strategic partner focused on the client's bottom line. This allows AMM to justify and command a premium, as G&C successfully does with its \$10k/month retainer.

5. Strategic Positioning for AMM in Huntington

Proposed Positioning Statement for AMM in Huntington:

- **Target Client (Who):** For established small to medium-sized businesses in Huntington, WV, particularly those in the healthcare, industrial, and B2B services sectors, who have invested in digital marketing but are frustrated by low conversion rates and a persistent lack of measurable, qualified leads.
- **Unique Value (What pain points does AMM solve?):** AMM provides a comprehensive, results-accountable content marketing and conversion optimization service that consistently transforms website traffic into a reliable stream of high-quality, sales-ready leads.
- **Differentiation (How is AMM different from other agencies?):** Unlike generalist marketing agencies in Huntington that offer broad services and often focus on traffic or deliverables, AMM specializes in delivering measurable, qualified leads by combining expert-level content creation for advanced audiences with a robust, multi-channel promotion strategy, all rigorously backed by transparent, direct-to-conversion analytics.
- **Proof (How can AMM prove this is true?):** AMM will track and report on key performance indicators such as qualified lead volume, conversion rates from content assets, and attributed revenue, thereby demonstrating a direct and measurable impact on the client's bottom line.

6. Recommendations

To effectively implement its strategic positioning in Huntington, AMM should focus on three actionable recommendations that draw directly from the identified market gaps and the successful strategies of Grow and Convert.

Recommendation 1: Messaging and Branding Changes – Emphasize "Lead Accountability" and "Expert Content"

A critical step for AMM is to refine its public messaging to clearly articulate its unique value proposition. This involves a comprehensive overhaul of all external communications.

Recommendation 2: Strategic Content & Service Packages – Focus on "Full-Solution" for Targeted Industries

To capitalize on the identified market gaps, AMM should develop specialized service offerings that provide comprehensive solutions to specific industry challenges.

Recommendation 3: Local Involvement & Targeted Ad Campaigns – Build Trust and Reinforce Differentiation

While existing competitors emphasize their local presence, AMM can deepen this connection by combining genuine local involvement with its unique, results-driven message.