



IMAGE BY ADVANCED ARCHITECTURAL STONE

SEE AAS CASE STUDIES  
DEVELOPED BY 3SG



IMAGE BY ADVANCED ARCHITECTURAL STONE

AAS PROJECT STORIES THAT ENGAGED  
CUSTOMERS, GENERATED LEADS



IMAGE BY ADVANCED ARCHITECTURAL STONE

BLOG FOR BUSINESS RELATIONSHIPS,  
SALES SUPPORT

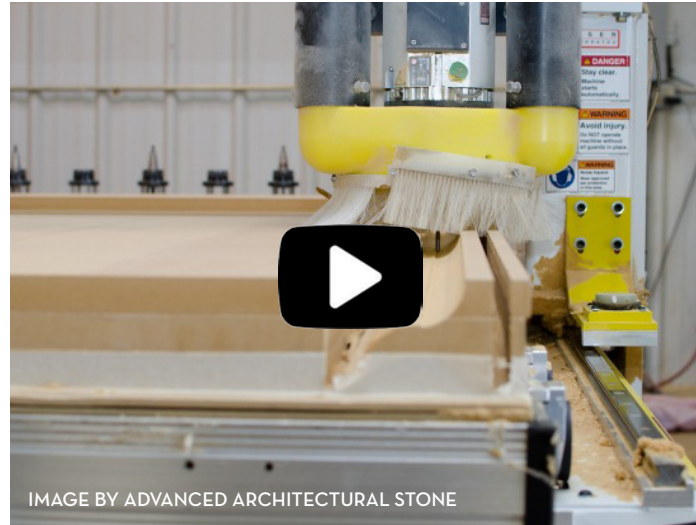


IMAGE BY ADVANCED ARCHITECTURAL STONE

VIDEO INTEGRATION TO DESCRIBE  
VALUE TO PROSPECTS

**3SG Consulting is at the intersection of construction,  
manufacturing and architectural industries.**

Effectively position your product taking advantage  
of the knowledge and experience of the 3SG team  
and its network.



IMAGE BY ADVANCED ARCHITECTURAL STONE

**SERVICES PROVIDED TO  
ADVANCED ARCHITECTURAL STONE**

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



Suare Shah Strategy Group

**WE EMPOWER OUR CUSTOMERS**



## VISION

ACS hired 3SG team to answer the following questions:

- 1 Where are the opportunities for Advanced Cast Stone to grow?
- 2 How to pursue those opportunities?

**Advanced Cast Stone (ACS)** utilizes highly specialized technology to manufacture custom architectural cast stone, precast and GFRG products. The company has won a significant number of awards from the Cast Stone Institute (CSI) as well as The Architectural Precast Association (APA).

ACS hired 3SG team to develop a business strategy that would help the company expand capturing new market opportunities.



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### Louisiana State Museum & Sports Hall of Fame

Large, Complex Curved Cast Stone Panels with Stringent Tolerance Requirements

[SEE CASE STUDY >>](#)

**THIS IMAGE IS THE  
AAS WEBSITE DESIGNED  
BY 3SG**

IMAGE BY ADVANCED ARCHITECTURAL STONE

1



3SGconsulting.net

2



## OBJECTIVE

To identify opportunities for Advanced Cast Stone looking at key constraints given the current set up, operations, and market position, define key enablers that will help overcome the constraints, and develop an execution plan that would focus on achieving the business goals.

## PROCESS

**3SG team** used its proprietary workshops structure to understand and analyze the business of the company (ACS), focusing on the following areas:

- Products value prop
- Customer support framework
- Sales system
- Marketing operations
- Manufacturing capabilities, customer orders fulfillment cycle

**3SG team** combined the findings of the workshop with:

- 1 **3SG deep knowledge of the construction and architecture**
- 2 **3SG Comprehensive market and competitive analysis**

The product of the analysis was a market plan that defined new market opportunities. It articulated the company's value proposition and product's positioning that would help achieve the business goals.

The market plan was revised based on feedback from the ACS leadership team. This helped ensure that the plan was executed effectively, given the constraints and priorities.

As a partner in execution, 3SG worked together with the ACS team to implement the initiatives agreed upon in the market plan.



## OLD WEBSITE OF ADVANCED CAST STONE (ACS)



- Home
- About ACS
  - ACS Commercial
  - ACS Residential
- Online Catalog
  - Balusters
  - Handrails
  - Caps & Coping
  - Surrounds
  - Watertables
  - Columns
  - Quoins
  - Medallions
  - Keystones
  - Address Blocks
  - Fireplaces
  - Signs
  - Vents
  - Mailboxes

### Trust ACS for all your Architectural Precast & Cast Stone Needs

Since 1992 Advanced Cast Stone, Inc. has been a leading manufacturer of [residential](#) and [commercial architectural cast stone products](#) used by masons, architects, developers, general contractors and building owners. Our specially designed precast masonry products simulate natural stone and are ideal for columns, window and door surrounds and entries, and cladding.

We produce cast stone by a process known as dry-cast or vibrant-damp that simulates limestone, granite, slate travertine and marble. We also produce architectural precast through a wet-pour or wet-cast method; used for large pieces of ornamental architectural building elements.

In addition, ACS has capabilities to produce architectural GFRC or glass fiber reinforced concrete. This material is used when a lighter weight material is needed. GFRC weighs approximately 50% of traditional cast stone and precast concrete materials.

Whether you are looking for custom signage, a formal fireplace surround an office or a commercial building, ACS takes a full-service approach to your project, from specification, CAD development, manufacturing and delivery.

### Our Cast Stone & Precast Products

## STRATEGIC POSITIONING OF COMPANY: EXECUTION

The company re-branded itself as Advanced Architectural Stone (new company name). The branding and positioning accurately leverages the company's materials capabilities, and manufacturing plants/capacity strengths in each location; Texas, Arizona and Pennsylvania.

Through content development, and a new website, the new image of the company focuses on showcasing the company's capabilities using much stronger visuals.

Upgraded web technology tools facilitated integration of project work more effectively.



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### AAS Project: Louisiana Sports Hall of Fame

Cast Stone Realized Cane River Channels

[SEE CASE STUDY >>](#)

IMAGE BY ADVANCED ARCHITECTURAL STONE



## CONTENT STRATEGY EXECUTION

Presently the 3SG team leads initiatives for:

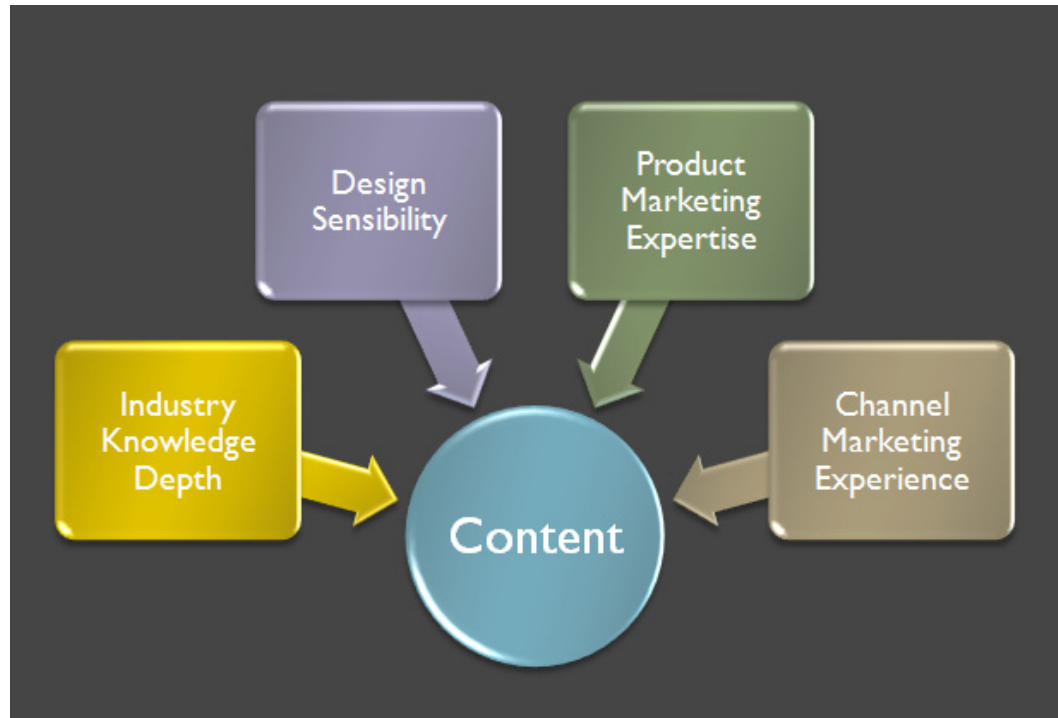
- Marketing communication: Industry knowledge, vast network and marketing experience of 3SG team extends the bandwidth and reach of the AAS team.
- Content development that helps sales team engage more effectively with prospects.
- Identifying market niches using on-going analysis and content creation
- Outreach initiatives that help pursue new market niches.
- Website development and content creations, case studies, project stories, product value prop articulation, blog, etc.

## TECHNOLOGY TOOLS INTEGRATION

- Blog with RSS Feed Support that is integrated with Twitter.
- Email marketing.
- Web content, developing specific themes that help build search engine rankings.
- Repurpose of content as sales tools to enhance the sales reps tool kits.

## ANALYTICS FEEDBACK LOOP

- Measure, analyze performance of web pages, marketing campaigns, as well as effectiveness in prospect engagement
- Refine, revise content strategy to improve effectiveness - for example, the addition of the Architectural GFRC mini site, changing the presentation of project stories and case studies.



### AAS PROJECTS GALLERY: CASE STUDIES, STORIES, DESCRIPTIONS WITH IMAGES

Click on any of the images below to learn more about the project.

<p><b>LA Museum and Sports Hall of Fame</b></p> <p>BIM Modeling   Complex Curved Large Cast Stone Panels Emulated Cane River Channels SEE CASE STUDY [...]</p>	<p><b>USC: Ronald Tutor Center</b></p> <p>New Center Blended Seamlessly with Much Older Buildings   Products: Cast Stone, Architectural GFRC, [...]</p>	<p><b>Dry Creek Elementary School</b></p> <p>Architectural GFRC Panels at High Elevation   Custom Shapes and Finish   Pre-engineered Installation [...]</p>	<p><b>TCU: Worth Hills Campus</b></p> <p>Custom Molds and Color   Large Size Architectural Cast Stone, Precast Concrete Panels for Cladding, [...]</p>	<p><b>Cook's Children Hospital</b></p> <p>Cast Stone Exterior Blended Seamlessly With Other Buildings that are 25 Years Older   Consistent, Pr [...]</p>	<p><b>St. Jude Church   Custom Brown Color</b></p> <p>Helped Realize Required Contrast Critical for Design Intent   Entryway, Windows Coverings, Architect [...]</p>
<p><b>Grapevine Convention Center</b></p> <p>Unique Signature Design Element of Grapevine using Architectural Cast Stone   Cladding, Exterior Des [...]</p>	<p><b>Higher Education Complex</b></p> <p>Cast Stone as Primary Wall and Accent Material for Grand Foyer Veneer   Specialized Admixture for Un [...]</p>	<p><b>Hampton Inn - Architectural GFRC</b></p> <p>Architectural GFRC added to the aesthetic appeal   More Durability Compared to Stucco or EIFS   SEE [...]</p>	<p><b>714 Main Street - Custom Colors</b></p> <p>Cast Stone Matched with Terracotta Stone at Higher Elevations   Unique Intricate Design Element with [...]</p>	<p><b>Gilbert Christian High School - GFRC</b></p> <p>Light Weight Architectural GFRC with Custom Color &amp; Finish   Building Veneer, Columns, Wainscots, Wi [...]</p>	<p><b>Reagan Place - Old Parkland</b></p> <p>Seamless Matching of three Product Materials – Cast Stone, Architectural Precast, Architectural GF [...]</p>
<p><b>Tarrant County Jail - AAS Color Lab</b></p>	<p><b>North Side High School   Art Deco Style</b></p>	<p><b>St Peters Anglican Church</b></p>	<p><b>ACU Wellness Center - Cast Stone, Precast</b></p>	<p><b>TCU Relief Panels - Detailed Design Work</b></p>	<p><b>TRT Holdings Headquarters</b></p>

IMAGES BY ADVANCED ARCHITECTURAL STONE



Image of the case study 3SG  
developed for Advanced  
Architectural Stone (AAS)

Visual presentation of finished  
product made this case study  
very effective.

**AAS Project:** Louisiana  
State Museum and  
Sports Hall of Fame.

*[Click here to see  
the \*\*PROJECT\*\*  
\*\*CASE STUDY\*\*](#)*



IMAGE BY ADVANCED ARCHITECTURAL STONE



Image of the case study 3SG developed for Advanced Architectural Stone (AAS)  
Visual presentation of the finished product along with clear explanation of the  
process made this casestudy very effective.

AAS Project: Texas Christian University (TCU) Worth Hills Campus:  
[Click here to see the PROJECT CASE STUDY](#)





## RESULT

The Advanced Architectural Stone (AAS) team is able to sharpen focus on sales and business operations while 3SG focuses on augmenting:

- 1 Strategic positioning support for sales and customer engagement
- 2 Business leads generation
- 3 Opening up business opportunities in new market niches
- 4 Building of brand value

AAS revenues increased considerably within the first year of 3SG engagement.

Strong brand credibility is helping establish AAS as the market leader among the architectural stone manufacturing companies.



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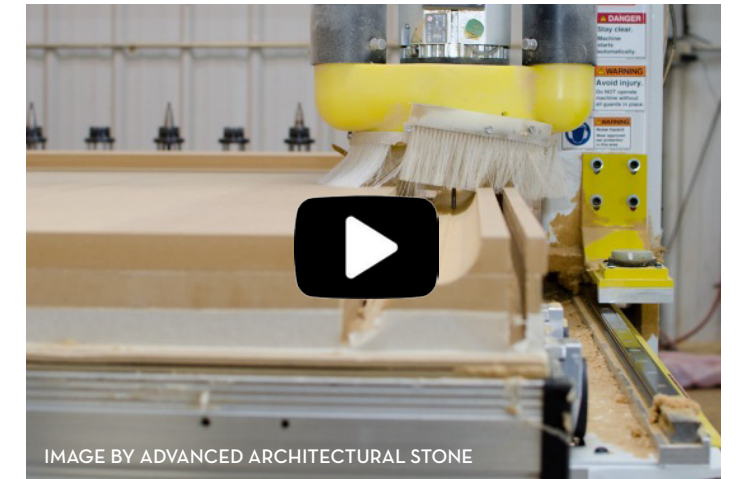


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WEBSITE



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REP DEVELOPMENT,  
SALES SUPPORT TOOLS

“3SG has provided marketing and other business development advice to Advanced Architectural Stone for several years. The 3SG team has become our partner in execution. They have integrated and are responsible for our current technology tools for marketing purposes, such as our website, videos, email marketing, search engine credibility, and web analytics. They understand and articulate our business value proposition and create content that has helped us engage with customers. Their guidance has allowed our management team to focus more strongly on sales and customer support. They are able to understand our directives, give us insight and feedback, and coordinate closely to implement our ideas.

3SG team is deeply knowledgeable in the construction and architecture industry. They are able to offer sound advice in strategic planning.”

- Eddie Lesok, CEO/Owner of Advanced Architectural Stone