

STRATEGY

# BRAND, CONTENT & E-COMMERCE AUTHORITY

*Turning architectural inspiration into a shoppable design system*

**ROLE** Marketing Director

**CLIENT** PINKYS Iron Doors

**DISCIPLINE** Strategy

SELECTED WORK BY

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SOURCE MATERIAL

PINKYS About, Exterior Doors, FAQ and Showroom

01 / EXECUTIVE DIAGNOSIS

# The strategic opportunity

PINKYS already owns rare brand assets: a Los Angeles family story, a high-design point of view, exceptional craftsmanship and a broad product range. The opportunity is to connect that inspiration to easier product selection and more qualified design inquiries.

**STRATEGIC THESIS** Transform brand storytelling, product education and customization into one guided path from inspiration to configuration.

| DIMENSION  | OBSERVED SIGNAL                                              | STRATEGIC RESPONSE                                                                |
|------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Brand      | Strong Los Angeles, family and craftsmanship story.          | Translate the narrative into collections, product pages and lifecycle messaging.  |
| Catalog    | Broad in-stock and made-to-order range across door formats.  | Organize around project intent, architecture, opening type and timeline.          |
| Education  | Extensive technical answers already live in the FAQ.         | Turn them into buying guides, comparison tools and product-page decision support. |
| Experience | The flagship showroom is positioned as an immersive gallery. | Connect physical inspiration to appointments, saved selections and follow-up.     |

## Core decision

Do not treat the website as a catalog alone. Build a premium guidance system that preserves aspiration while helping homeowners, designers and contractors make confident decisions.

# The six-part design-commerce strategy

| # | MOVE                                 | WHY IT MATTERS                                                                           |
|---|--------------------------------------|------------------------------------------------------------------------------------------|
| 1 | Organize by customer intent          | Create paths for entry doors, indoor-outdoor living, room dividers and renovation goals. |
| 2 | Make tradeoffs visible               | Explain iron and steel terminology, availability, finish, glass and performance choices. |
| 3 | Connect inspiration to configuration | Link project imagery to the exact design, configuration or custom inquiry.               |
| 4 | Create owned planning tools          | Offer a measurement guide, opening checklist, style finder and specification package.    |
| 5 | Build trade pathways                 | Give architects and designers drawings, specifications and direct project support.       |
| 6 | Capture lifecycle signals            | Measure saved products, samples, showroom bookings and quote or cart abandonment.        |

**DESIGN-COMMERCE PRINCIPLE** The strongest premium-commerce content reduces uncertainty without reducing aspiration.

03 / APPLIED STRATEGY

## Before and after: collection strategy

### Generic framing

*“Shop All Exterior Doors”*

### Intent-led framing

**“Find the Right Steel or Iron Exterior Door for Your Architecture, Timeline and Opening”**

### Direct answer passage

Choose first by design language and opening type, then by availability, size, finish, glass and performance requirements. In-stock options prioritize speed; custom Studio Steel supports exact dimensions and fully customized configurations.

**MICRO-CTA** Planning a new opening? Start with your rough dimensions, architectural style and installation timeline. Then compare ready-to-ship options or request custom design support.

### Authority layer

Explain cold-rolled galvanized steel, legacy iron and steel terminology, the finish system, slim sightlines and thermal or performance considerations in plain language.

### Owned utility

Publish a downloadable Door Planning Kit for homeowners, designers and contractors, including a measurement worksheet, style finder, glass and finish comparison, installation checklist and showroom preparation guide.

04 / STRATEGIC ROADMAP

# From brand story to commerce engine

The strategy becomes valuable when inspiration, product data, consultation, showroom activity and follow-up share the same measurement system.

| SEQUENCE    | CAPABILITY                                                                                                      | DECISION GATE                                                                  |
|-------------|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 0-30 days   | Map taxonomy and analytics across collections, search, product clusters, custom requests and showroom journeys. | Approve the baseline and highest-priority shopping paths.                      |
| 30-90 days  | Rebuild priority collections and guides with comparisons and contextual calls to action.                        | Scale pages that improve configured-product views, inquiries and appointments. |
| 3-6 months  | Launch planning tools, trade content, project stories and remarketing journeys.                                 | Expand based on qualified lead and revenue contribution.                       |
| 6-12 months | Personalize by project type, style and timeline, then automate lifecycle follow-up.                             | Allocate content and media budget by margin, conversion and capacity.          |

**NORTH-STAR DECISION** Increase qualified design intent by helping each visitor move from “I love this” to “I know what fits my project.”

*Selected methodology: official-site review, product taxonomy, buying-friction analysis, CTA architecture, showroom journey and lifecycle measurement.*

Sources: [pinkysirondoors.com/pages/about-us](https://pinkysirondoors.com/pages/about-us) | [pinkysirondoors.com/collections/2-0-exterior-doors-shop-all](https://pinkysirondoors.com/collections/2-0-exterior-doors-shop-all) | [pinkysirondoors.com/pages/faq](https://pinkysirondoors.com/pages/faq) | [pinkysirondoors.com/pages/showroom](https://pinkysirondoors.com/pages/showroom)