

Fieldstone & Pike Marketing

October 16, 2026 · 3 competitor signals detected

3 competitor signals detected for Fieldstone & Pike Marketing today. Two high-priority items warrant action this week.

INTELLIGENCE SIGNALS

WHAT'S MOVING IN THE MARKET

 **Brightkiln Agency** Competitor's website (new city page) + Google Business Profile listing

Atlanta agency added a Nashville city page and a "coming soon" office listing

Brightkiln Agency, based in Atlanta, launched a "Nashville marketing agency" page on their site and a Google profile for a coworking address in the Gulch marked "opening soon." The page leads with restaurant and hospitality clients and says they are "hiring locally." They have no Nashville reviews yet.

→ **Action:** No move needed today. A city page and a coworking address are cheap to set up and don't yet mean real work here. We'll tell you if they post Nashville jobs, publish a local case study or start collecting reviews from local clients. If hospitality is a big part of your book, make sure your own work in it is easy to find on your site.

Sources: Competitor's website (new city page) + Google Business Profile listing

HIGH PRIORITY

 **Wrenfield Digital** Competitor's website (services page) + Job postings (LinkedIn)

Added an "AI search optimization" service page and posted 2 SEO specialist jobs

 ON THEIR SITE

Wrenfield Digital published a new services page this week for "AI search optimization — get your business named in ChatGPT and Google AI answers," linked from their homepage menu, with a "free AI visibility audit" form. The same week they posted two SEO specialist openings in Nashville that ask for "experience with AI Overviews and answer-engine content." A new page plus two hires suggests they are building a team for it, not just testing a headline. The page shows no pricing and no client results yet.

→ **Action:** Don't add the service just because they did. Start by checking demand: have any of your clients or recent prospects asked how they show up in AI answers? Ask your account leads this week. If the answer is yes, the cheapest first step is a short write-up of what you already do that helps (clear service pages, reviews, local listings) and one test with a willing

client before you build a package or hire for it. If nobody is asking, note it and look again in a quarter.

Sources: Competitor's website (services page) + Job postings (LinkedIn)

  **Harrowgate Media Group** Competitor's blog (case study) + press release

Published a case study on winning a 9-location home-services client

Harrowgate Media Group posted a case study and a press release naming Marrowfield Home Services, a heating, cooling and plumbing group with nine locations around Middle Tennessee, as a new client for paid search, local SEO and call tracking. The post claims "41% more booked calls in 90 days" from a pilot at three locations and quotes Marrowfield's marketing director on "reporting the whole team can read."

→ **Action:** Read it as a picture of what multi-location buyers want to hear, not as a lost deal. If you serve home-services or multi-location clients, check that you have a case study of your own with a real number, a time frame and a named client who agreed to it. Don't answer their claim with a bigger one. Your strongest reply is a result you can show.

Sources: Competitor's blog (case study) + press release

MEDIUM PRIORITY

  **Tallowmere Marketing** Job posting (LinkedIn)

Hiring a VP of Client Services to "own retention across the book"

Tallowmere Marketing posted a VP of Client Services role this week. The post says the hire will "own retention and growth across our client book," build an account-management team, and run quarterly business reviews with every client. Agencies usually create a role like this when they are growing past what the founders can manage themselves, or when they have been losing clients.

→ **Action:** Expect them to pitch "senior attention" harder in the next few months. You know better than any brief whether your clients feel looked after, so a quick check helps: which of your accounts haven't had a strategy conversation with a senior person in the last quarter? Those are the ones to call first. Also keep an eye on your own senior staff, since a new VP often hires from nearby agencies.

Sources: Job posting (LinkedIn)

  **Copperwick Creative** Google Business Profile listing (reviews) + competitor's website (homepage)

14 new Google reviews in 30 days and a new "best agencies" award badge

Copperwick Creative gained 14 Google reviews in the past 30 days, against about 2 a month before, and their rating moved from 4.6 to 4.8. Most of the new reviews mention a named account manager, and several read like they came from one client-appreciation event. They also added a "Best Agencies" badge from an online agency directory to their homepage and Google profile.

→ **Action:** Agency buyers do read reviews, but a sudden burst won't win deals on its own. The habit to copy is asking at a natural high point: after a good quarterly report or a campaign launch, the account lead sends the review link personally. Don't pay for a directory badge to match theirs. If you list in directories, pick the ones your prospects tell you they used to find you.

What customers are saying

From 27 Google reviews of Fieldstone & Pike Marketing and 112 of 5 competitors. We read each business's newest reviews plus its 10 lowest- and 10 highest-rated, so strong opinions are over-represented on purpose. This is what reviewers volunteered, not a survey.

What your customers praise

- **monthly reports on time** · 9 of 27 reviews
"Our report is in the inbox the first week of every month, no chasing"
- **senior people on the calls** · 7 of 27 reviews
"The partner who sold us is still on our monthly call two years later"
- **no long-term contract** · 4 of 27 reviews
"Month to month from day one, and we have stayed three years anyway"

What your customers complain about

- **slow to start new campaigns** · 3 of 27 reviews
"Great once it was running, but onboarding took longer than we expected"

What your website leads with — and whether reviewers mention it

- Senior strategist on every account · mentioned in 7 of 27 reviews
- Transparent monthly reporting · mentioned in 9 of 27 reviews
- Month-to-month agreements · mentioned in 4 of 27 reviews

Gripe Gap™ — where you may have an edge

Your reviewers praise something that competitors' customers complain about. "Possible" means the competitor side rests mostly on their lowest-rated reviews, which we read on purpose.

Communication — 9 of your reviews praise monthly reports on time; 12 reviews at 3 competitors (Harrowgate Media Group, Wrenfield Digital, Tallowmere Marketing) complain about slow or confusing reporting, 8 of them from their lowest-rated.

Your reviewer: "Our report is in the inbox the first week of every month, no chasing"

Staff — 7 of your reviews praise senior people on the calls; 10 reviews at 2 competitors (Tallowmere Marketing, Harrowgate Media Group) complain about junior staff handed the account after the sale, 6 of them from their lowest-rated.

Your reviewer: "The partner who sold us is still on our monthly call two years later"

Value (possible) — 4 of your reviews praise no long-term contract; 7 reviews at 2 competitors (Wrenfield Digital, Copperwick Creative) complain about locked into long contracts, 5 of them from their lowest-rated.

Your reviewer: "Month to month from day one, and we have stayed three years anyway"

→ If that matches what you see, say it where people compare you — your Google Business Profile and your website. Don't name or knock the competitor. Ask a few customers first whether it's why they chose you.

Not an edge yet

- **Speed:** customers complain about slow onboarding at 2 competitors, and 3 of your reviews raise slow to start new campaigns too.

Competitor by competitor — what their customers complain about

Harrowgate Media Group · 4.4★ · 88 reviews · we read 26

slow or confusing reporting (5) — “*We had to ask three times for last month's numbers*”; junior staff handed the account after the sale (4)

Tallowmere Marketing · 4.2★ · 61 reviews · we read 24

junior staff handed the account after the sale (6) — “*Met the owner at the pitch and never again, our contact changed twice*”; slow or confusing reporting (3)

Wrenfield Digital · 4.5★ · 73 reviews · we read 22

locked into long contracts (4) — “*Twelve-month minimum, and results stalled by month four*”; slow or confusing reporting (4)

Copperwick Creative · 4.8★ · 52 reviews · we read 20

locked into long contracts (3); slow onboarding (2)

What competitors' customers praise

- **creative, good-looking campaigns** · 11 reviews across 3 competitors

Replies to reviews

You replied to 12 of your last 27 reviews (1 of 2 rated 3★ or lower). The typical competitor replies to 40%.

Worth asking your next few customers

- When you chose an agency, did contract length matter as much as the pitch?
- Who from our team do you expect on your monthly call?
- Is there anything in our monthly report you skip or wish was there?

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