

CONCRETE CONTRACTOR CASE STUDY

OVERVIEW

We worked with a local concrete contractor to help them attract their preferred ideal client and be able to hire additional crews to take on more higher paying jobs. They went from offering a variety of services to becoming the local concrete patio experts.

SERVICES:

- Website Design
- Lead Generation: Pay-Per-Click Google Adwords
- Authority Development: Search Engine Optimization
- CRM Custom Sales Pipeline

KEY STATS

- **170%** increase in leads
- **1200 to 2400** Avg website visitors
- **\$1.50** Avg CPC
- **50+ keywords** ranked top 1 position

COMPREHENSIVE MARKETING BLUEPRINT

CHALLENGE:

Our local concrete contractor did quality work but wasn't showing up on top search results and wasn't able to book the ideal higher paying jobs they preferred - residential concrete patios. We had to come up with a marketing plan that would be successful for them, increase their local authority and reputation online, position them as the concrete patio experts, and optimize a sales pipeline to close more sales.

SOLUTION:

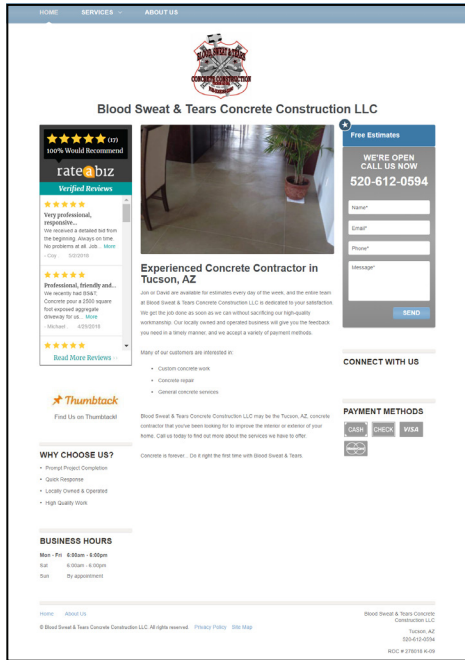
We built a complete marketing blueprint for them including a website built to convert, an automated sales pipeline to nurture, convert leads, and collect reviews, SEO to increase ranking and local authority, Google Business Profile optimization, Google PPC Ads to instantly be on top and capture leads for a low cost per acquisition. This marketing setup gave them the appearance of an established local authority in their industry and the superior concrete contractor for their territory.

RESULTS:

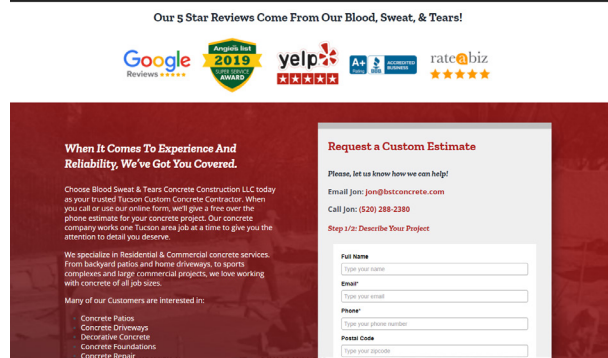
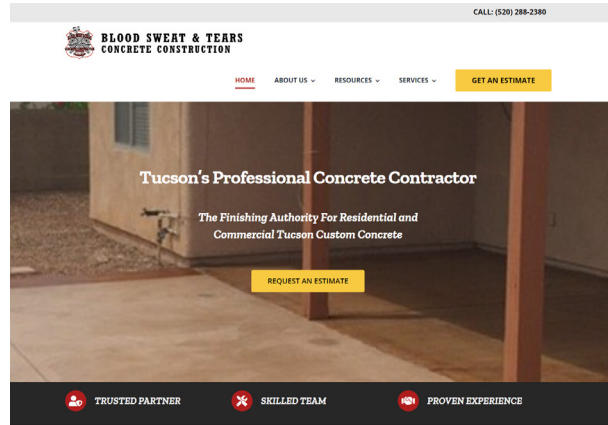
Our local concrete contractor has been extremely profitable since implementation. Due to the success of their marketing blueprint, within the first year they have been able to rank over 50 keywords at position 1-3 on Google search (beating national brands like Home Advisor and Houzz and local competitors), add additional staff, trucks and equipment, and focus primarily on their preferred projects of residential concrete patios.

BEFORE AND AFTER

BEFORE



AFTER



GOOGLE BUSINESS PROFILE

BEFORE



AFTER

