



# FROM LOCAL CONTRACTOR TO LOCAL LEADER

BOOSTING **VISIBILITY AND LEADS** WITH DIGITAL MARKETING

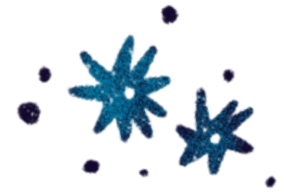


# OVERVIEW

Our client, a local window and door contractor, wanted to increase their visibility and generate more leads. They recognized the potential of organic and paid social media, email campaigns, and retargeted ads to reach new customers and stay top of mind with existing ones. Our goal was to help them achieve their marketing objectives through a strategic, data-driven approach that leveraged multiple channels and tactics.

## SOLUTION

### A COMPREHENSIVE DIGITAL MARKETING STRATEGY



Our team developed a comprehensive digital marketing strategy that focused on both organic and paid channels to maximize reach and impact. This included the following tactics:

#### ORGANIC SOCIAL MEDIA

Our team developed a comprehensive digital marketing strategy that focused on both organic and paid channels to maximize reach and impact. This included the following tactics:

#### PAID SOCIAL MEDIA

We launched targeted ad campaigns on Facebook and Instagram to reach new audiences and promote specific offers and services. By using precise audience targeting and compelling ad creative, we were able to generate more clicks and conversions at a lower cost per lead.

#### EMAIL CAMPAIGNS

We created a series of email campaigns to stay top of mind with existing customers and prospects. By using personalized messaging and targeted offers, we were able to increase open rates and drive more leads.

#### RETARGETED ADS

We launched retargeted ad campaigns to stay top of mind with people who had visited our client's website but hadn't yet converted. By using dynamic ad creative and precise targeting, we were able to drive more conversions at a lower cost.



# RESULTS

## INCREASED VISIBILITY, ENGAGEMENT, AND LEADS

Our comprehensive digital marketing strategy produced impressive results in a short amount of time. Here are some of the key metrics we achieved:

### 1. RANKING #1 FOR GLASS REPLACEMENT IN SARASOTA:

Our SEO efforts paid off with our client ranking #1 for glass replacement in their local area.

### 2. MORE THAN DOUBLED WEBSITE VISITS:

We increased website visits from under **2k to 4.3k in just 3 months** by optimizing their organic and paid social media campaigns.

### 3. INCREASED DIRECT TRAFFIC:

We increased direct traffic by 39.28% in one month by using retargeted ads to bring people back to our client's website.

### 4. ORGANIC SOCIAL REACH INCREASED DRAMATICALLY:

Our client's organic social reach increased from 5 to 1,500 in just 2 days, and then another 1k in the next 2 days by leveraging optimized profiles and targeted hashtags.

### 5. HIGH EMAIL OPEN RATES:

Our email campaigns had an average open rate of 20%, with the hurricane email having a 45.93% open rate.

### 6. DECREASED COST PER CONVERSION:

We decreased the cost per conversion from \$185 to \$80 in just one month by using targeted ad campaigns on social media and retargeted ads.

### 7. INCREASED LEADS:

We increased leads by 84% by optimizing campaigns and generating more traffic to our client's website.

# CONCLUSION

Our comprehensive digital marketing strategy helped our client achieve their marketing objectives by increasing visibility, engagement and leads. By leveraging a mix of organic and paid channels, we were able to reach new audiences and stay top of mind with existing ones, resulting in tangible business results. Our approach was strategic, data-driven, and focused on maximizing ROI for our client, and the results speak for themselves.

BOOST MY  
ROI

ASAP

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