

CASE STUDY

ALL-IN ONLINE MARKETING



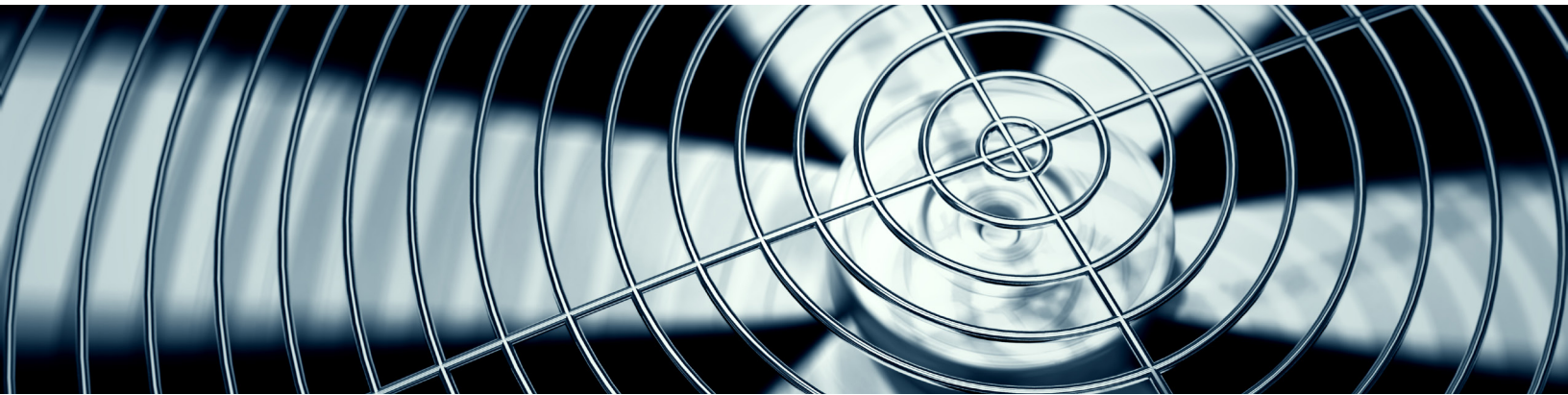
HVAC COMPANY SEES **BIG RETURNS**

FROM ALL-IN APPROACH TO
ONLINE MARKETING

Blue Corona Helps Client Increase Leads
and Generate Positive Return on Ad Spend
with Online Marketing Services

CASE STUDY

ALL-IN ONLINE MARKETING



Company Increases Leads by 56% in 2 Years with a New Website and Ongoing Marketing Services

Want to know what “all-in” looks like in the online marketing world? We gave an HVAC/electrical contracting company just that, and the results knocked a few socks off.

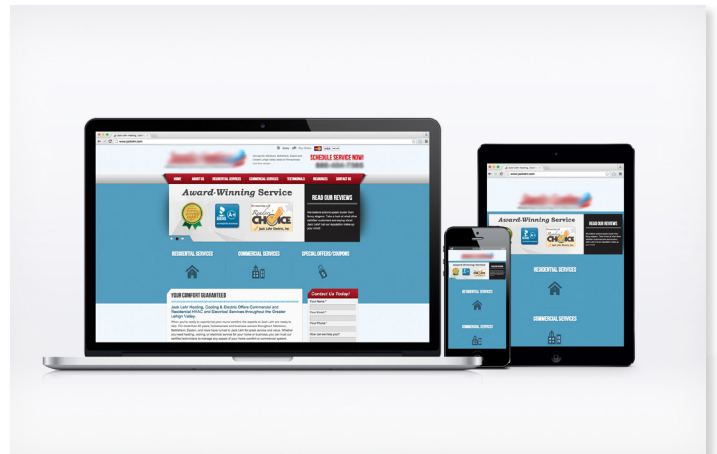
THE PROBLEM

Aside from a poorly-constructed website mostly populated with manufacturer content, the HVAC company didn't invest in any form of online marketing, including actively managing their website. With an overall goal of growing their business at least 15% per year, the client signed on with Blue Corona to not only attract visitors online with a brand new website, but also take advantage of all the services we offer to achieve results that packed a punch.

By launching a new website design and structure as well as investing in ongoing SEO, social media, call tracking and analytics, and pay-per-click (PPC) advertising, the client was able to increase website traffic by 57% and organic and direct contact form leads by 34%.

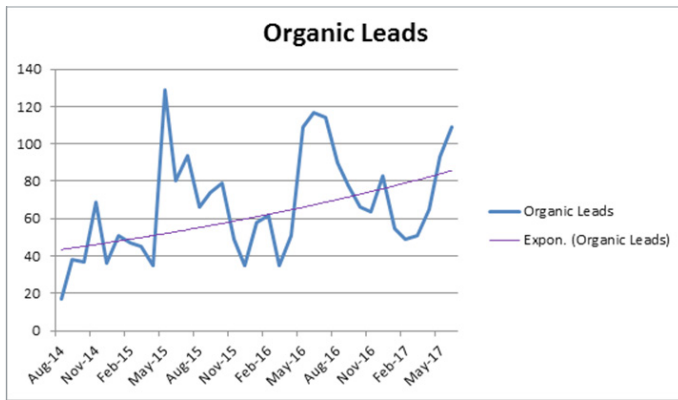
NEW WEBSITE

The company's website was full of stolen content, so the first step was to design and code a brand-new website. We view websites as a virtual sales rep (rather than an online brochure), so our web design team designed and incorporated strategically placed contact forms to capture the contact information of potential customers looking for their services. It's also important to remember that the search engines rank pages individually (not websites as a whole), so with the new website came 30+ pages of new content optimized to draw in potential customers in their service area by outlining all the individual services they offer in their service area.



SEO

We began by building out content with custom pages, each one optimized for specific key phrases and geographic locations. After flooding the site with quality content, we built out and corrected all name, address, and phone number (NAP) listings across all local and industry directories and social sites. Through all our efforts of continually optimizing content, improving the site and code structure, and creating consistent listings throughout the internet, we successfully increased organic phone leads and web leads by 54%



LOCAL TRAFFIC

For local service companies, your website can have 10,000 visits per month and it won't mean a thing—unless they're from your service area. By using our local SEO analytics, research, and optimizations, we were able to increase organic traffic to service pages from within their service area by 936%



PPC

Organic search isn't the only way to funnel people to your website. To supplement the new site design and SEO efforts, we began paid search ads and paid display ads through Google AdWords.

SEARCH ADS

Since we produced a phenomenal cost-per-lead, we gradually increased the budget for the paid search campaign in order to maximize the company's visibility in the search results and get more qualified leads. From January 2015 – July 2016, the search campaigns generated a return on ad spend (ROAS) of \$6.43:1.

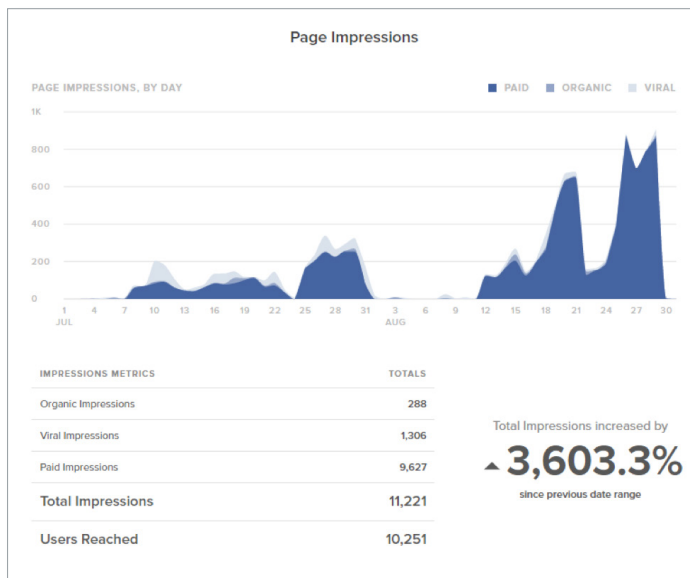
DISPLAY ADS

Seeing a need to stay on top of existing and potential customers' minds, we launched a display remarketing campaign with Google AdWords for a special financing offer. From January 2016 – August 2016 the ad was seen 216,864 times and generated 5 direct leads as well as 7 "view through" conversions by users who saw the ad but converted later.

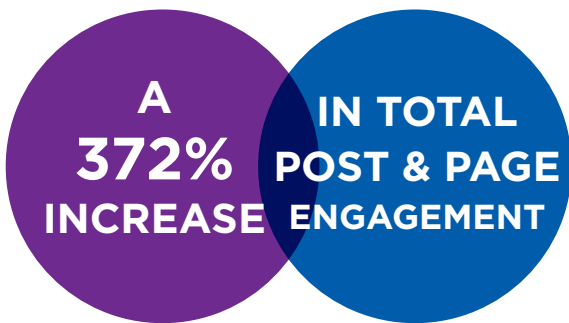


SOCIAL MEDIA

In July, 2016, we began a social media campaign for the company to engage with existing and future customers, as well as to build authority across social media platforms. We ran an organic campaign and two types of paid social media campaigns, one to gain page likes and one to increase engagement. Both paid campaigns were highly targeted by geographic location, demographics, and other target audience attributes.



Through running these campaigns from July 1, 2016 - August 3, 2016, we increased total Facebook page impressions by 3,603%, with the client's content reaching a total of 10,251 people. We also increased Facebook page likes by 157% and increased total post and page engagement by 372%.



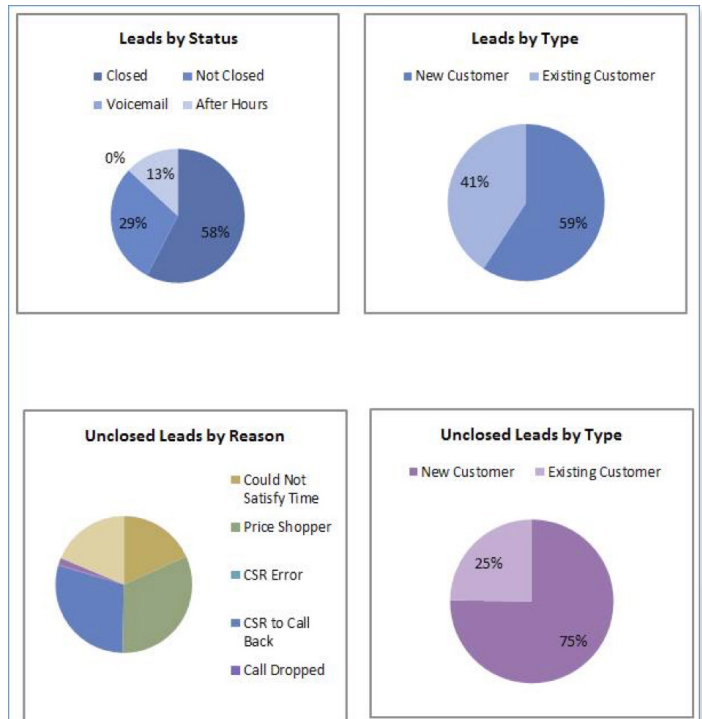
WHAT MAKES US DIFFERENT:

Unlike other digital marketing companies, we operate from the perspective of a business owner. We strive to provide superior service by offering the following to all our clients:

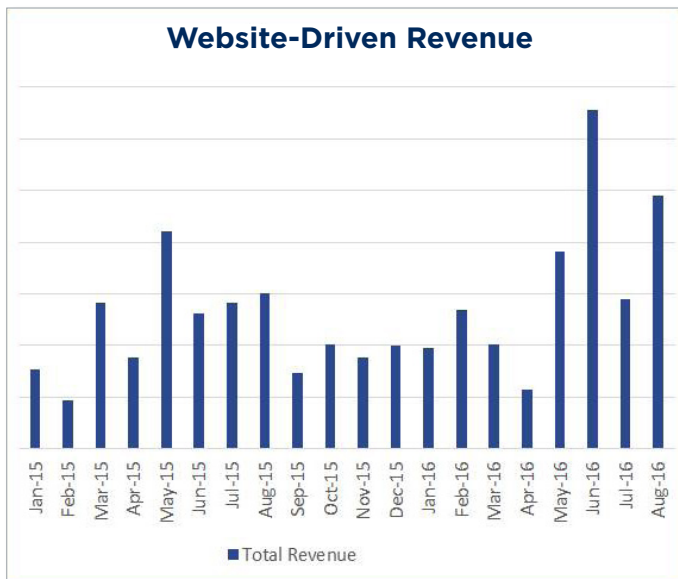
- A dedicated Account Manager, someone who understands business and digital marketing, to be your guide
- Detailed monthly reports (you can actually understand) that connect digital marketing performance to your bottom line
- A support team that includes an analyst, a web designer/developer, a dedicated professional copywriter, and a PPC specialist
- Access to our proprietary analytics software (better data drives better results)

LEAD INTELLIGENCE REPORTING

Aside from its under-performing website issues, the HVAC/electrical contracting client also had a problem knowing which marketing investments were generating sales and revenue. With lead intelligence reporting, not only does the client now know how many leads they get from their website each month, they know what happened to those leads. Did they book the appointment? If not, why? How many of these leads were new vs. existing customers?



What good is tracking your business' phone calls if they don't yield any information? With lead intelligence reporting, we were able to connect their marketing investment directly to their bottom line. We did this by attributing revenue to the leads we generated from our online marketing strategy, which gave the client a better idea of which avenues were working and which to tweak. Total ROAS on this company's entire marketing investment with Blue Corona was \$14:1, an extreme improvement on where they started when they first sought our help. See the result for yourself in the graph below!



SMART SELLING

Having this call intelligence/lead intelligence data led to the company's decision to invest in our customer service representative training program, Smart Selling. The Smart Selling program is quite simple: we provide the tools and training for customer service representatives (CSRs) to provide world-class customer experience.

The benefits of the Smart Selling program for this client come from creating a consistently outstanding customer experience. Your existing customers are your strongest base for referral clients, so creating that positive experience is integral in building loyalty, and then referrals. We've found that after only one training session with this client, the company's CSRs enrolled in the program are already displaying a highly positive customer experience, resulting in happier customers.

TAKEAWAYS

The largest takeaway is that if you want to explode your online marketing results, it's better to go all-in with your online marketing services. By leveraging a new website, SEO, PPC, social media, lead intelligence reporting, and customer service training, the client was not only able to capitalize on its newfound online real estate, but also flood the local market in order to get the right message in front of the right people at the right time. By using various online marketing methods, the client was able to ensure all aspects of digital marketing were covered, boosting their overall authority and web presence.

ABOUT BLUE CORONA

Learn more about how we can help you create a highly-effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay-per-click (PPC), web design, social media marketing and conversion rate optimization to get more leads and sales for your business from the web.

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013, 2014, 2015, and 2016. The company has offices in both Gaithersburg, MD and Charlotte, NC.

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