Case Study

A construction company wanted to increase revenue without adding team members. They saw over $1M in new sales.

**Objectives**
The construction company worked with marketing agencies and found they couldn’t rely on them. They wanted to market consistently, but without a marketing agency.

**Challenges**
The business had existed since the 1800s, but never had a marketing department. They also didn’t have a sales department, so they needed to explore ways to bring in leads with their limited in-house resources.

**Solutions**
We crafted a Strategic Story and discovered what marketing and messaging they needed to attract their ideal customers. We built a marketing plan that worked for their business, using a combination of inbound marketing and Account-Based Marketing.

The Results

#1
Increased web traffic by 68%.

#2
Brought in leads that brought in over $1M in sales.

#3
Increased traffic to website from email by 700%.

#4
Ranked on page 1 for chosen keywords: “Ground-up Construction” and “Facility Maintenance.”

Don’t ever leave me, Sarah!

Dave
Construction