

IOWA CONTRACTING COMPANY

STORMS AHEAD WITH HUBSPOT

BACKGROUND

A contracting company specializing in heating and cooling, plumbing, and home improvement projects made the decision to work with Blue Frog hoping to enhance its online presence. The goal was to allow more potential customers to find the company online, generate more website traffic, and convert more website visitors into customers. It also wanted to employ a targeted email strategy to connect with and engage customers, encouraging referrals and repeat business, and to provide online coupon offers through its website. In the three years since partnering with Blue Frog, the company has gone from just **47 website visits to 1,818 website visits** and has generated **1,428 leads**.

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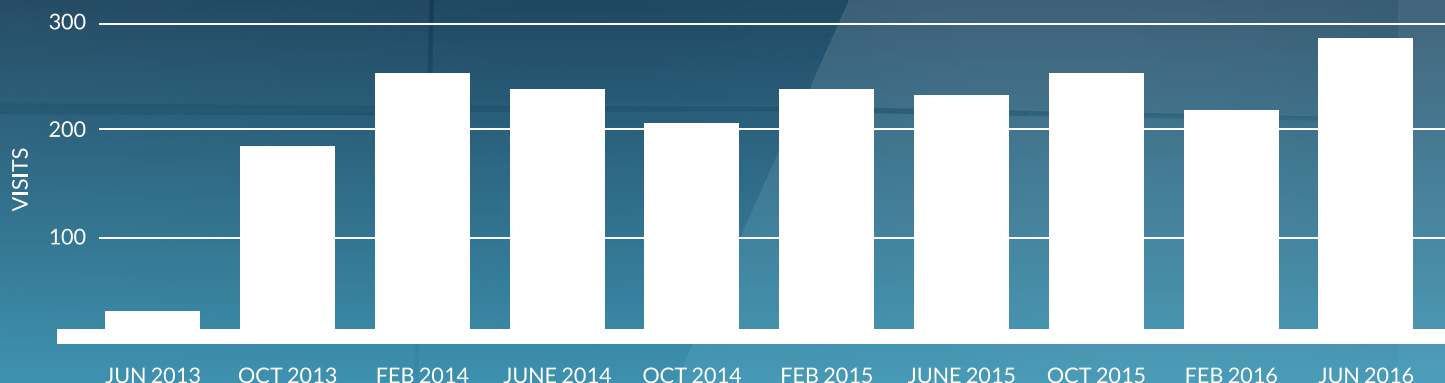
“We were doing very traditional advertising with no marketing plan. We didn’t have a plan, we didn’t have a partner. We were trying to be visible on the web but didn’t know how to do it.”

–Company Owner

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CHALLENGES

Before partnering with Blue Frog, the company’s marketing relied heavily on direct mail, directory listings, and paying for quick-hit SEO results. As a result, it had no long-term marketing strategy for growth, and the business was very limited in the number of potential customers it could reach. The company was unable to generate significant website traffic through organic search. Further, it lacked the tools it needed to effectively capture new leads on the site itself and strategically nurture those leads into customers. Crafting a long-term marketing strategy to build a strong online presence and generate and nurture leads through its website would enable the company to build its brand awareness, be easier to find online, and grow its clientele.



Blue Frog used HubSpot to provide the company with the tools it needed to draw more customers to its website, engage them with valuable content and coupon offers, and nurture them along the buyer's journey with targeted and personalized communications.

HubSpot's blogging tool made it easy for Blue Frog to optimize the quality blog posts that we produced for the company and share them over social media, making it easier for prospects to find the company online and, in turn, increase its SEO and website traffic.

HubSpot's keyword tracking tool allowed us to recognize and capitalize on opportunities for the company to rank highly in certain search queries. Since partnering with Blue Frog, the company has increased the number of keyword searches for which it appears on the first page of Google results from 7 to 522 and the number of keywords for which it ranks in the top 3 results from 1 to 214.

HubSpot's analytic tools allowed Blue Frog to generate reports that the company could use to assess the success of its various online marketing efforts. It's now able to gain insight into prospects' particular interests and needs through distinct calls to action and landing pages as well as understand which tactics work best for converting particular segments of its email list into customers.

After six months with Blue Frog, the company ranked for only 8 keywords in the top 3 Google search results and for only 17 in the top 10 search results. They knew that inbound marketing was a long-term investment and understood there was no quick fix to make its website rise in search engine rankings overnight, so they committed to a sustained, focused strategy to build sought-after content over time.

The company's patience has paid off well. While that first 6 months only showed a handful of keywords in the top 3 and top 10 search results, the company ranked for 140 keywords in the top 3 search results and 372 keywords on the first page of Google by the start of its third year with HubSpot. Along with this steady growth in keyword ranking, it continually sees growth in website traffic as well as a steady increase in leads through the use of online coupons and landing pages built through HubSpot.



BLUE FROG
DYNAMIC MARKETING

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QUICK STATS

7,357%
INCREASE

FIRST PAGE KEYWORDS

21,300%
INCREASE

TOP THREE
KEYWORD RANKING

HubSpot has made it easy for Blue Frog to generate and strategically disseminate the company's lead-nurturing emails, offering prospects additional valuable and relevant information to keep them interested in and aware of its products and services and promoting their online offers.