

WD DOOR CLOSES THE DOOR ON COMPETITION

BACKGROUND

WD Door is a residential and commercial garage door installation and repair company located in Ankeny, Iowa, a suburb of Des Moines. Like many garage and overhead door companies, WD Door used to rely heavily on phone book advertising to reach its audience. The company felt phone book listings were ideal because they covered the entire Des Moines metro and let WD Door communicate its willingness to travel where necessary to serve both residential and commercial clients. However, WD Door was then left with very little budget for its growing online audience due to the extraordinarily high price of advertising in print directories.

Together, WD Door and Blue Frog Marketing crafted a solution using the inbound marketing methodology. In the three years since beginning this strategy (and consequently eliminating the need for print directory advertising), WD Door has saved money and increased its website traffic from search engines by 520%, resulting in 1,053 new leads.

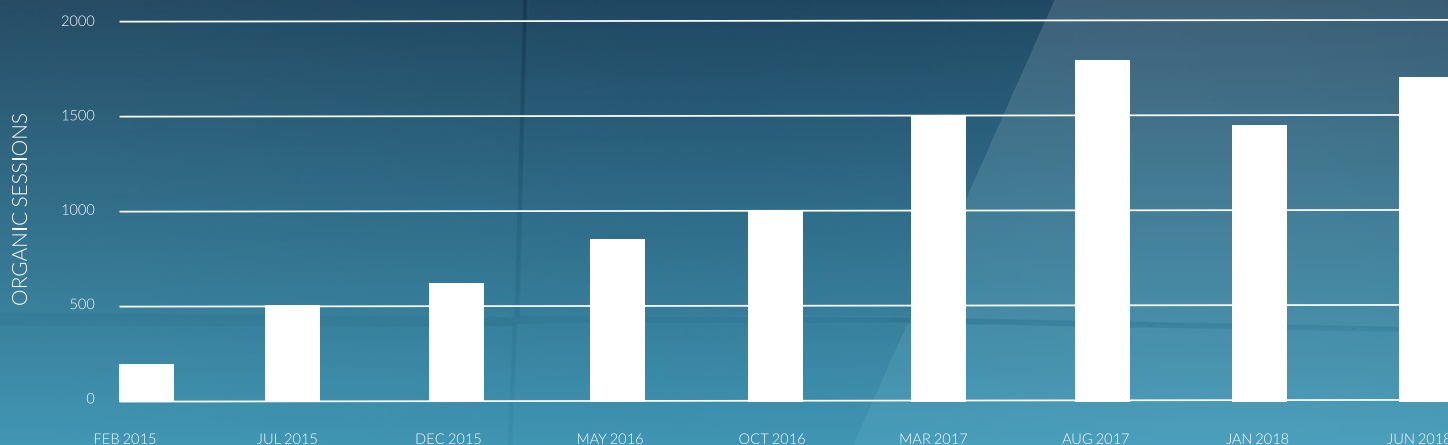
In its first month with Blue Frog, WD Door saw 235 website visits from organic search engines like Google, Yahoo, and Bing. Three years later, monthly organic search volume reached 1,457 visits per month—a 520% increase!

CHALLENGES

Before partnering with Blue Frog, WD Door's sales were primarily generated through print directory advertising, word-of-mouth, and community connections due to the company's great reputation. As a result, WD Door's growth potential was limited by the reach of its local network.

A practically nonexistent online presence meant WD Door was unable to generate significant website traffic through organic search. Additionally, the company lacked the tools it needed to effectively capture new leads on its new website.

Growing WD Door's online presence through organic search opened up an entirely new highway for traffic to the business, empowering the company to overcome its suburban location barrier and break into the overhead door market in Des Moines.



HubSpot provided WD Door with the tools it needed to draw more customers to its site, engage them with valuable content, and nurture them through the buyer's journey with targeted, personalized communications.

Blue Frog utilizes inbound marketing software through HubSpot to provide WD Door the tools necessary to draw more customers to its website through organic search, engage visitors with valuable content, and provide contact forms for urgent service requests.

HubSpot's blogging tool makes it simple to continually update WD Door's website with quality content and optimize each post by naturally incorporating keywords that ideal clients are likely to search. This makes WD Door's online content more easily accessible to potential clients via search engines.

By using these tools to provide WD Door's target audience valuable information, Blue Frog's team has made it easy for WD Door to generate leads in both the commercial and residential avenues of its business.

HubSpot's analytics tools enable Blue Frog to assess the success of WD Door's online strategy in detail, providing insight into WD Door's prospects' interests and needs as well as which tactics work best for converting particular segments of its email list into customers through distinct calls-to-action and landing pages.

WD Door knew this marketing strategy was ahead of its time in the Des Moines overhead door industry. With patience, commitment to company goals, and partners in Blue Frog Marketing, WD Door has now started gaining online success over its competition.

If you're interested in learning about how Blue Frog and HubSpot can help your business reach its online marketing goals, contact us today.



BLUE FROG
DYNAMIC MARKETING

[SCHEDULE A CONSULTATION](#)

365%
INCREASE

IN TOTAL WEBSITE TRAFFIC

7x
INCREASE

MORE WEBSITE LEADS

5x
INCREASE

IN WEBSITE TRAFFIC FROM GOOGLE

*"With how much time, energy,
and technical knowledge it
takes to remain competitive and
effective online these days, it's
worth every penny we spend on
marketing and advertising to
put our trust in these people to
remain profitable, successful,
and keep our valued customers
satisfied and loyal."*

—Marketing Director WD