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# Case Study

## Driving bona fide leads through measurable channels while establishing a substantial online presence

### Background

A multi-million dollar home improvement firm based in Southern New England, ABC Co. is on the Inc. 5000 list of America's fastest growing companies. With over 20 years of experience and multiple industry awards to its credit, ABC Co. has established itself as a leading resource for replacement windows, sliding doors, roofing, gutters and energy audits.



## — Challenges

### **The diminishing returns of traditional media.**

Despite its robust offering of home improvement solutions, its solid reputation, and its longevity in the marketplace, ABC Co. was getting minimal traction and diminished results from its marketing efforts. This diminished ROI was not only leading to stagnant revenues, it was endangering the overall health of the business.

Like many companies, ABC Co. dedicated the majority of its marketing budget to traditional offline channels such as Yellow Pages, newspaper ads and direct mail. These channels were simply not generating the leads and business they had in the past. A follow-up attempt to engage potential customers via television and radio advertising also had substandard results.

## — Approach

### **Taking the messaging to where people live.**

Even before diving into the client discovery process, TribalVision knew this was a classic case of outmoded “sales funnel” type thinking. For decades, ABC Co. had successfully relied on traditional media channels to generate leads. The problem is, those channels are no longer working. Consumers are no longer opening a phone book, responding to television ads — nor reading the newspaper like they used to.

Today’s consumers are going online to do research and compare companies, checking out comments and reviews on various blogs, and referring to “list” sites to get a sense of qualified vendors. Since ABC Co’s more marketing-savvy competitors were already addressing this major change in the “customer decision journey”, TribalVision determined the first order of business was to enhance its internet presence and optimize its online lead generation channels.



## Solutions

### **A rigorous review of what's working and what isn't.**

With the upgrade of ABC Co's online presence as the overarching mission, the TribalVision team performed a rigorous discovery process. This included a comprehensive look at the company's industry and competition along with a thorough review of its internal operations and past marketing efforts. The intensive process determined which business and marketing approaches could be strengthened, which could be eliminated, and identified the optimal new marketing channels to implement.

Once the discovery process was complete, TribalVision created a comprehensive marketing strategy with specific, actionable recommendations. With this new plan as a guide, TribalVision instituted a multi-channel approach specifically designed to generate measurable results for ABC Co. The stated goal was to maximize the impact of every dollar spent without increasing its existing marketing budget.

### **Building a system for measurable results.**

In methodical step-by-step detail, TribalVision's overall plan for ABC Co. laid out a tactical calendar to execute a focused online marketing strategy. Components of the real-world implementation included:

- Strengthening of digital marketing assets to provide impactful content with strong call-to-action and response mechanisms
- Establishment of a strong social media presence to engage new prospects, along with established customers for retention and add-on sales
- Implementation of a sophisticated content management system (CMS) that enables the daily uploading of new and relevant content



- Generation of dynamic web content to give prospective customers a virtual look into ABC Co's products, solutions and key differentiators
- Optimization of the company's website to generate more results via Google and other search engines — both organically and through paid search

## Results

### Maximizing performance across the board.

As a result of TribalVision's strategic plan and tactical execution, ABC Co. transformed its marketing initiatives from an emphasis on underperforming traditional channels — to a more balanced mix of online and offline tactics. This transformation has not only increased website traffic, but also consistently generated more qualified leads, while heightening engagement among prospect and current customers.

Measurable improvements achieved through the TribalVision guided effort include:

- A 300% increase in website conversion rates
- A 385% boost in overall online search traffic
- A 500% increase in organic monthly website visits

In a little over one year, ABC Co. achieved the strongest year-end quarter in its history. It now continues to build on its position as one of Southern New England's leading providers of home improvement solutions.





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#### About TribalVision

As an outsourced marketing department for hire, TribalVision's mission is to help companies grow. This is achieved by combining intelligent strategy with tactical execution in a hands-on, results-driven manner. TribalVision utilizes its clients' marketing budgets as efficiently and intelligently as possible – ensuring that each dollar spent maximizes awareness and generates new business. TribalVision's unique marketing model is designed to fully align interests with client outcomes – guaranteeing an objective, client-first partnership. This is demonstrated in the firm's fee-based compensation structure, "roll up your sleeves" mindset, metrics-driven approach, and role as a trusted marketing resource tasked to help navigate organizations to higher grounds. To learn more about TribalVision, visit [www.TribalVision.com](http://www.TribalVision.com).

