

CASE STUDY

Mississippi Replacement Window & Door Company

This company had been in business over 20 years when we started providing marketing services in 2015. They were always profitable but were seldom busy. They had a two-week job board that was never full. They were referred by one of our customers that owned an insurance agency.

We started running one general digital display campaign on August 15 of 2015. Their budget was ten dollars a day. With such a small budget we targeted a small area in a 20 mile radius, but about 40% of that area was over the Gulf of Mexico. In the first 30 days 165,867 people saw their ads and 451 people visited their website.

By the end of the first 30 days, their two-week job board was much more full. In March of 2016, we started a remarketing campaign, which allowed us to track website visitors and show them additional ads for two weeks after each visit to the website; the budget was \$8.00 a day. This 30-day period resulted in 166,424 people seeing the ads, 468 people clicking the ads to visit the website, and 75 of those people visiting the website more than once. By the end of this 30-day period, the job board was full, and it stayed that way until the owner retired.

In January of 2017, we added a video campaign and a competitive campaign. We also increased the target area to a 25-mile radius. Total budget was increased to \$1,200 a month (\$40 a day). This greatly increased his market saturation. We targeted the search terms of his competition (Window World, Windows USA and others). Every time his competition ran TV and radio ads

his business increased. In that 30 day period 224,526 people saw his ads, 815 people visited his website and 285 people visited his website more than once. He was now working six days a week trying to keep up with demand.

By June of 2017 he had added sunrooms to his business. We added additional targeted campaigns for Sunrooms, Doors and a small search campaign. Total budget was now \$2,000 a month (\$66.67 a day). In 30 days 370,735 people saw his ads, 1,797 people clicked the ads to visit his websites and 314 people visited his website more than once. He continued to have all the work he could handle until he retired in early 2019.