

## Case Study

# Generating ROI-producing campaigns & website optimizations that continue to grow revenue YoY



### Services Utilized:

#### Digital Marketing

- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing
- Programmatic Display

#### Web Design

- Responsive Website Design
- Display Banner Design

#### Web Development

- Responsive Website Development

#### Traditional Advertising

- Truck Wrap Design

**Industry:** Outdoor Home Improvement

**Location:** Beachwood, OH

## Project Opportunities

Garfield 1-2323 had developed a large reputation in the Cleveland area due to their company's long history and catchy jingle. However, their competitors had entered the digital marketing space quicker than them. In order to keep up, they had to develop an inbound strategy that allowed them to compete and grow revenue year-over-year.

VividFront created two distinct goals that, when achieved, would lead to exponential growth for Garfield:

- Create a responsive website that follows clear UI/UX principles with the ultimate goal of streamlining the conversion process and decreasing bounce rate.
- Develop Google Search campaigns that both address high-intent searches for roofing and siding installations & repairs and parity the content that is on their landing pages.

## The Strategy

Using search engine marketing, VividFront developed two service campaigns for Garfield that targeted the specific needs of prospective customers. In tandem, we analyzed the company website and made large improvements to user interface and experience. When search engine marketing was paired with the new website, it led to massive success for Garfield 1-2323.

See campaign results on the next page →

## The Results: 2020

### Leads Generated

Users that have indicated interest in your company's product or service by converting a call to action

### Goal

**16**

Leads / Month

### Results

**24** ↑

Leads / Month

**5%**

Conversion Rate

**8.08%** ↑

Cost / Lead

### Conversion Rate

Percentage of users or customers that complete a desired goal

### Leads

**11.12%**

of Users Turned Into Leads

### Closed Contracts

**18.8%**

of Leads Turned Into Closed Contracts

### Return on Investment (ROI)

Ratio of the profit earned on an investment to the cost of that investment

### Return on Ad Spend

**23.23x**

of Users Turned Into Leads

### Return on Investment

**21.75x**

of Leads Turned Into Closed Contracts