



Case Study

Weaver Exterior Remodeling completed by Ian Cantle

About the Client:

Weaver Exterior Remodeling provides residential renovation services that include: Windows and Doors, Eavestroughs and Gutter Guards, Siding, and Masonry. What makes them unique is that they are a one-stop-shop for improving your home's exterior whereas competitors often have to subcontract some of the services or simply don't do it.

The Problem:

The client had recently been told that they would be losing their marketing agency as that agency had won a larger contract with a competitor to Weaver. We were brought in to review their marketing and offer a quote to take over the account.

During this review we discovered their online marketing had been underperforming in the areas of PPC, SEO, social media, and email marketing.



The previous agency was spending enormous amounts of time on reporting and charging for it. I felt this amount of reporting was needless and not beneficial to the client and proposed alternatives to achieve better analytics with reduced effort.



We landed this client days before COVID closures started to happen.



Engagement Details:

Outsourced Marketing presented the client with the Catalyst Marketing Package + Google Ads management. This package provided everything they had been receiving from the previous agency plus some additional services. Key to our winning this client was our deep expertise in delivering Google Ads Management with great results as their ad budget was quite high.



Duct Tape Marketing Principles:



We immediately performed a Total Online Presence Audit so that we could understand what was working well for the client and what wasn't working so well. Part of this audit was to review the competitive landscape and look for opportunities.

We then employed the Strategy First philosophy on our client's behalf to understand what set them apart from their competition and how to exploit that. While at the same time transitioning all of their accounts (website, social media, analytics, call tracking etc.) from the old agency to ourselves.

Leveraging the Duct Tape Marketing System has seen consistent and sustainable growth for this client by leveraging a systematic marketing approach across the full gamut of marketing activities.



Results:

The results with this client have been fantastic.

- We have seen year over year organic (SEO) website traffic growth of 545% resulting in over 5,000 more visitors to the website for the quarter.
- More importantly, the systematic approach to marketing combined with significant growth in the effectiveness of their Google Ads account has delivered the same number of leads from last year at a savings of 54%.
- New customers resulting from leads is the most important metric for this client and they have seen such dramatic growth that they've had to hire more crews to fulfill the amount of business coming in.

The bottom line is that this client has come out of COVID stronger than ever, his marketing investment is yielding better results than with their previous agency, and the marketing that's being performed is laying the foundation for sustainable future growth.

Lessons Learned:

We continue to serve this client and are always looking for ways to improve their marketing. Some key lessons learned have been:

- Although at the mercy of the previous agency for handing off many important elements, I would endeavour to improve this process and speed it up where possible.
- A better breakdown of the value of new customers for each line of business. We had general numbers, but specifics to each line of business would have been valuable upfront, especially in relation to the relative cost of Google Ads leads.