



HubSpot Case Study

Stronghold Floors



Background

Stronghold Floors is a premier provider of concrete floors coatings for residential and commercial applications.

SHF approached AdVision to build company awareness in their service areas, as well as drive online leads & phone traffic.

Company Overview

Established: 2004

Service Areas: PA, MD & VA

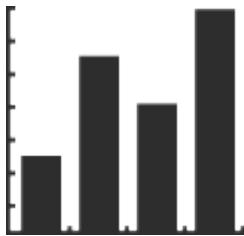
Full-Time Marketing Staff: 0

Full-Time Sales Staff: 1!

Web Marketing Budget: \$1,500 - \$2,500 / mo.

Employees: 15 – 20

Business Objectives



- Implement digital marketing best practices
- Continually drive Cost per Lead down
- Increase regional awareness & authority
- Increase lead volume & quality

Challenges



- Limited internal resources (time & experience)
- Outdated website
- Minimal existing digital presence
- Minimal experience in digital marketing
- Little to no insight into marketing ROI

The Old Approach



- AdWords Express
- Trade shows / Home shows
- Mailers / Postcards
- Minimal digital marketing efforts / resources
- **Very time consuming with minimal, measurable results**

The New Strategy



- Fully optimized SEO & PPC strategy
- Predictable, measurable marketing efforts
- Migrate to HubSpot marketing platform
- Utilize Inbound Marketing best practices
- **Establish a true marketing ROI**

Step 1:

Stronghold Website Redesign



Primary Issues:

- Minimal aesthetic appeal
- No top navigation (left side only)
- No strong Calls to Action (CTAs)
- Minimal resources / materials
- No “Conversion Funnels”
- No “Landing Pages”
- No onsite Blog (for SEO & CTAs)
- No Social Media integration

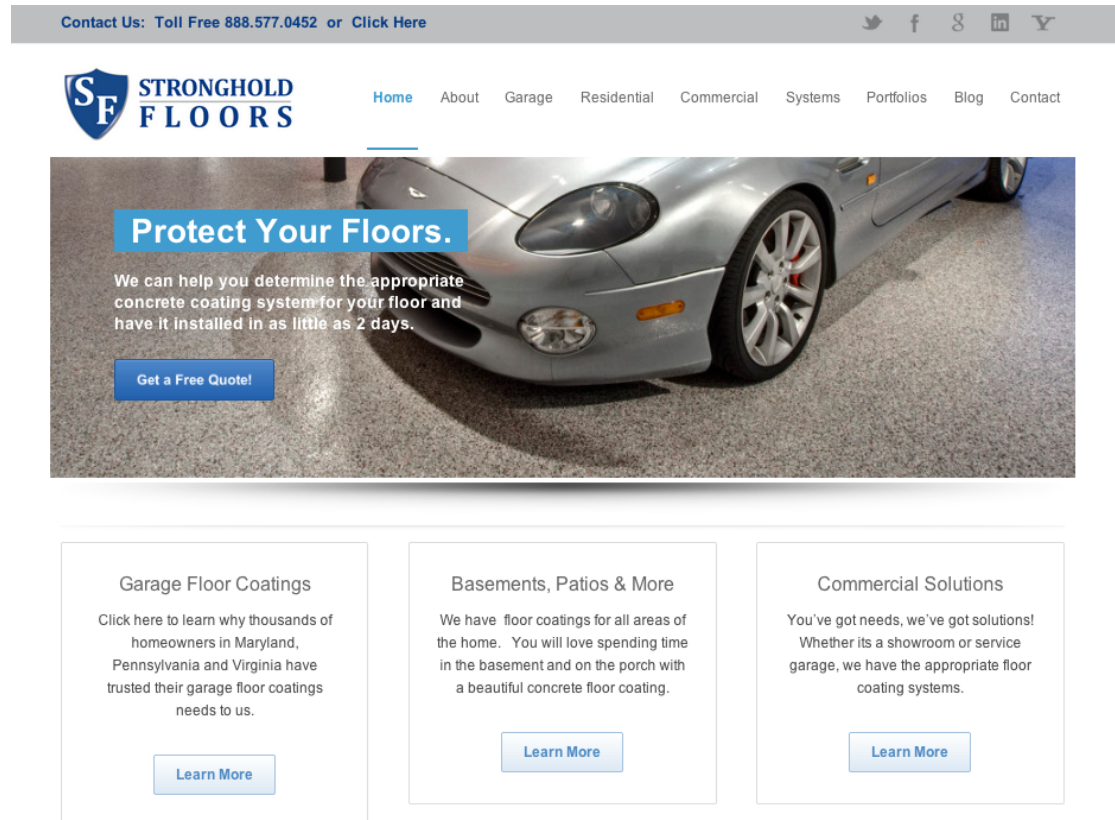


View old site at:

www.mdgaragecoatings.com

Site Improvements:

- Industry leading aesthetic
- Multiple, Strong CTAs
- Full Social Media Integration
- New Landing Pages
- Compelling image/project gallery
- New onsite Blog (for SEO & CTAs)
- New Prospect Analytics
- Comprehensive HubSpot Integration



View new site at:
www.strongholdfloors.com

Step 2:

Move Forward with Inbound Marketing Campaign



Inbound results after 2 months

Monthly Metrics	Before Inbound	Using Inbound	% Increase
Total Site Traffic	447 visits / month	815 visits / month	+82%
Organic Traffic	145 visits / month	245 visits / month	+69%
Leads	16 leads / month	38 leads / month	+137%
Cost per Lead	\$94 / lead	\$63 / lead	-- 33%
Conversion Rate	2.1%	3.1%	+48%
Insight into ROI	0	Total	+100%

How did we produce these results?

Inbound Blogging
Improved Calls to Action
Email and Lead Nurturing

Inbound Blogging

Utilizing the HubSpot Blogging Tool, SEO-rich content is added on to the website on a regular basis.

This not only increases the Organic Search traffic by 69%, but also integrates CTAs to bring blog readers into the lead funnel.



The Stronghold Floors Blog

[Current Articles](#) |
 [RSS Feed](#)

What Makes a Professional Garage Floor Coating Last?

Posted by *Stronghold Floors Webmaster* on Wed, Apr 24, 2013 @ 07:00 AM



Now that spring is here, you may be looking at your garage and noticing how much of a beating your concrete floor has taken over the years. Besides the ugly discolorations that motor oil and road debris have left, you can also see cracks and a few chips, too.

Before you head to the big-box home improvement store and dedicate a long weekend to applying a DIY garage floor epoxy kit, think about what makes a professional garage floor coating last.

Superior Product

First, the floor coatings used by a professional are so much more than garage floor paint and colored acrylic flakes that make up the epoxy paint kits. While DIY garage epoxy kits make the "after" pictures look beautiful, the product itself is actually far more inferior in strength to professional products. DIY kit materials are no more than fortified latex or enamel paints, and they lack durability and are inclined to chip and peel away. This will quickly leave you disappointed and frustrated.

When you hire a professional, you'll get true industrial-strength epoxy and polyaspartic floor coatings. The materials we use on your garage floor are the same as those used in fire stations and trucking facilities. If it can hold up to those heavy trucks, it can certainly endure the wear-and-tear of your vehicles.

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Keyword Inbound Blogging Results

Keyword	Rank before Inbound	Rank after Inbound	Search Position Increase
Concrete Floor Coating Virginia	Not in top 50	4	46+
Garage Flooring Virginia	Not in top 50	4	46+
Garage Floor Contractor Pennsylvania	Not in top 50	7	43+
Garage Floor Coating Virginia	49	3	46
Garage Floor Paint Baltimore	40	6	34
Garage Flooring Maryland	37	4	33
Garage Floor Paint Maryland	30	2	28
Epoxy Garage Floor Coating Virginia	28	2	26
Commercial Floor Coating Virginia	26	1	25
Garage Floor Coating Maryland	26	2	24
Commercial Floor Paint Virginia	24	1	23



Our Coatings

+

Our Process

= Your Awesome Garage Floor!



It takes more just a kit or product purchased at a hardware store. It takes *experience*. Experience with the correct floor coatings materials and the correct surface preparation process.

Our staff has been applying garage floor coatings since **2004**. With over **3000** garages coatings installed, we have the experience required to do the job and do the job right the first time.

Click the buttons above to learn more our coatings and our process.



Why coat your garage floor with our garage floor coating systems?

- ☉ Turn your garage into a warm, inviting multi-use room.
- ☉ Protect the most abused floor from oil, rust and grass stains.
- ☉ Reduces slip and fall accidents.
- ☉ Cleans like any other solid surface floor – no more pressure spraying.

Frequently Asked Questions

How long does it take?

—

Improved CTAs

Utilizing the HubSpot CTA Tool, content-driven calls to action were implemented site wide to increase Conversion by 48%.

These CTAs also serve as the initial step in our Lead-Nurture process.



Free eBook: The Consumer's Guide to Garage Coatings

When seeking a garage floor coating solution, consumers have a variety of options these days. Stumbling through the process alone is a challenging enough as it is. To help you through this process, we've prepared this free eBook to help you understand the complexities of garage floor coatings.

This eBook will cover:

- ☒ Different garage floor coating solutions
- ☒ Drawbacks to do-it-yourself kits
- ☒ Required prep work to start a project
- ☒ Required maintenance
- ☒ Materials needed to coat your garage floor
- ☒ Comparison of kits versus professional services



Simply complete the form on the right to download this free eBook!

Get Your Free Copy

First Name *

Last Name *

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I am interested in:

- ☐ Garage Floor Coatings
- ☐ Basement Floor Coatings
- ☐ Exterior Floor Coatings
- ☐ Patio/Porch Floor Coatings
- ☐ Concrete Restoration and Repair
- ☐ Polished Concrete

Download Now

Simple, Effective Landing Pages

Utilizing the HubSpot Landing Page Tool, site visitors are presented with an enticing marketing offer.

These landing pages helped increase Stronghold's site conversion rate by 48% and decrease cost per conversion by 33% by providing a "value driven" download.

Email / Lead Nurture

Utilizing the HubSpot Email Tool, we created custom campaigns based on the site visitor.

All follow up email activity is built, managed and planned, depending on the visitor type and the actions they've taken on the website.

Hello again FIRSTNAME,

If you haven't already, I would like to invite you to download all of our free eBooks.

[The Consumer's Guide to Garage Coatings](#) covers the basics of professionally installed garage floor coatings versus do-it-yourself kits. We cover the drawbacks of DIY kits, all required materials, and everything in between.

Download this eBook!



[How to Evaluate Concrete Floor Coatings](#) focuses on understanding the complexities behind comparing one concrete floor coating over another. This is a must-read for anyone thinking about coating their garage, basement, or patio floors.

Download this eBook!

I hope you enjoy our eBooks! Please let me know if you have any questions about the material or how we can help you get a new floor coating system installed in your home.

Regards,

Mike Mincemoyer
General Manager

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In conclusion

We have

- Increased total and organic site traffic
- Driven down Cost per Lead
- Increased conversion rate
- Increased SEO rates
- Increased lead volume & quality

Thank you for your time.

We know it's valuable, and we appreciate you taking yours to spend learning a bit more about what we do.



303.284.3262

www.advision.co

info@advision.co