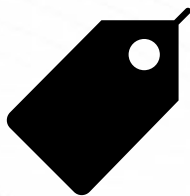




Case Study For:
LCS Constructors

Challenge

LCS Constructors desired to significantly scale its sales growth within one calendar year through refining the company's branding and through a more productive series of digital marketing strategies. Our challenges centered in developing a strategic approach rather than a deliverables approach across LCS' entire branding spectrum to further enhance the company's core distinctives and to set it apart from its competitors. Overcoming these challenges involved laying a foundation by creating and aligning key personas to digital marketing efforts and then executing the marketing initiatives that would create the influx of new business to satisfy LCS' growth goals.



Brand

LCS' brand essence and distinctives



Brand Strategy

What, where, when, and how to communicate with and get in front of the target market most likely to engage with LCS' brand promise.



Brand Trust

How well potential customers will view LCS' brand portrayed and view it as their key solution.



Brand Equity

How well LCS' value proposition is viewed against expectations in the marketplace.

Strategy



Multi-level persona development using our proprietary 'Cohort Analysis' to develop a top-level persona, and secondary personas.



Increase number of #1 ranked keywords to be used in all organic and paid content.



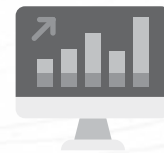
Hyper-target audiences on AdWords and Facebook.



Leverage digital marketing and paid advertising to increase visibility and traffic in search engine results pages (SERPS).



Analyze main competitors' rankings with end goal of improving domain authority and driving more relevant traffic to LCS' website.



Increase website conversion performance through branding redesign, SEO, and UX.



Create new series of AdWords campaigns with goals to increase #1 keyword rankings and improve quality score.



Create multiple conversion paths to enable visitors to become leads.



Optimize all content for LCS' branding across all departments.

Results

\$5M

Increase in Sales Revenue

Attributed to re-engineered digital marketing

Resulted from significant increase in CTR for PPC (Pay Per Click)

Lowered cost of PPC, with drastic increase in ROI (Return On Investment)

Campaigns drove better quality leads

10x

Increase in Domain Authority

Raised domain authority slightly above that of one key competitor - a much larger company

Increased visibility and traffic

Lowered CAC (Customer Acquisition Cost) by boosting organic referral traffic

130%

Increase in Top Ranked Key Words

Increased LCS' non-ad-spend results—often referred to as “organic” or “natural” results and often occur when visitors view ads but convert on the website instead of clicking on an ad

The top-ranked keywords were “hard-to-rank-for” or “high-value” keywords resulting in driving traffic to core services pages on LCS' website