

# CLIENT SUCCESS STORY

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Windows on Washington is a home improvement company based in the USA. They work in the Maryland and Virginia states providing replacement windows, siding, roofing and doors.

They provide quality products, expert workmanship and outstanding customer service to improve the comfort, beauty and energy efficiency of their customers' homes.

Their outstanding service has earned them the **Angie's list Super Service Award** 6 years in a row, as well as excellent reviews on **Houzz**, **Yelp** and **Guild Quality**.



# WHY TIMCO?

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Windows on Washington (WoW) previously engaged TIMCo to train their staff on using HubSpot, in order to implement Inbound Marketing in-house. As the business grew, a couple of years later, WoW identified the need to engage with a Hubspot partner directly in order to provide for their marketing requirements. Because of their positive experience previously, they did not hesitate to call on TIMCo again.

## REQUIREMENTS

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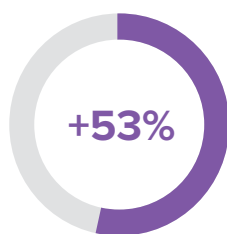
WoW needed an Inbound Marketing agency capable of providing an ongoing strategy to attract people to their website, then convert these website visitors into leads and customers – and executing on this strategy.

“One of the challenges we’ve had with consultants is that they are great at outlining all the things we should be doing...then walk away leaving us to wonder “now, how are we going to do it?” Stacie is the complete opposite! She brought our company tangible ideas, suggestions and strategies as well as the timetable and tools to accomplish our goals. Marketing has so many moving parts - yet she broke the process into smaller, actionable items to help us learn and implement a comprehensive plan that was no longer overwhelming. We highly recommend Stacie not only for her deep knowledge, but her ability to translate it into tangible results.”

TARA NOVOTNY | VP WINDOWS ON WASHINGTON | DEC 2012

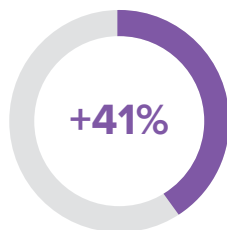
# RESULTS

Comparing Jan-Jul 2016 with the same period in 2015:



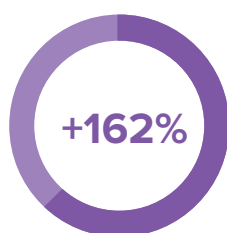
## BLOG

Blog views increased significantly by 1823% with 1077 views; subscribers increased by 53%



## SOCIAL MEDIA

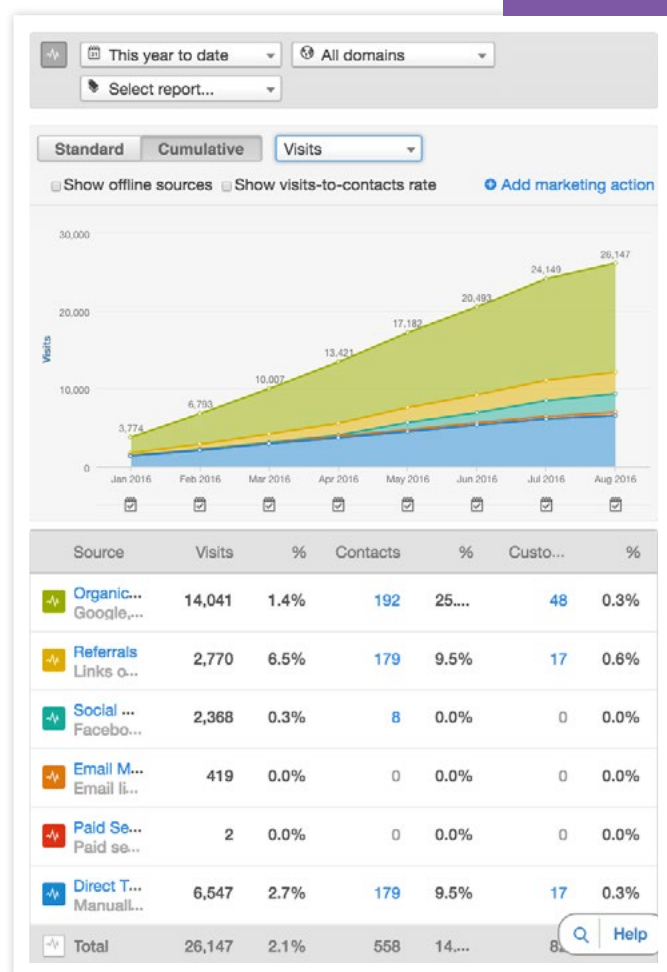
Social media reach increased 41%



## FACEBOOK

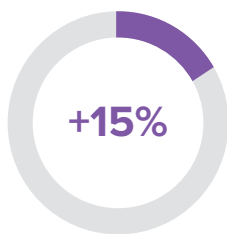
Facebook reach increased 162%

## VISITS



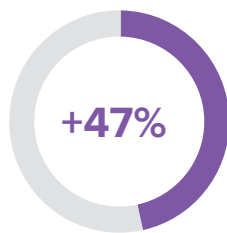
# RESULTS

YTD Jan - Jul 2016  
compared with the  
same period in 2015



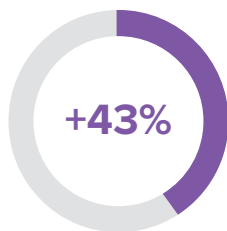
## CUSTOMERS

Customers are  
up 15%



## LEADS

Form  
submissions are  
up 47%



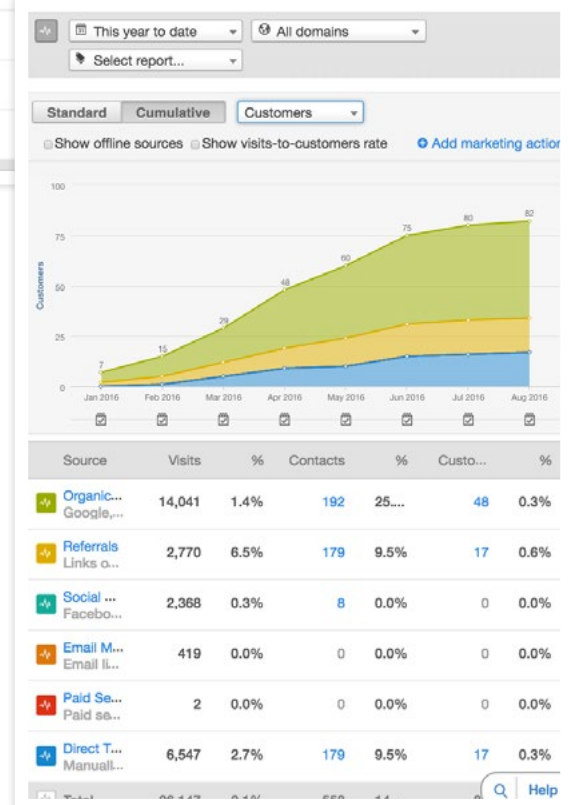
## LEADS

New contacts  
up 43%

## LEADS



## CUSTOMERS



# THE TIMCO JOURNEY

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TIMCo delivers concrete results thanks to our relentless focus on the big picture. The first steps are goal setting and client discovery.

We set 6 month and 12 month performance goals, then move onto buyer persona development, in order to have a clear idea from the outset on who the target audience is, and why.

The next step is to develop a content strategy designed to achieve the lead and customer goals set in the first step.

Our processes take into account the nature of the business: because WoW is a seasonal business we decided to change campaigns and images, on their website and social media channels, each quarter to align with the seasons and changing motivations of their buyers.

## WHAT WE DELIVERED

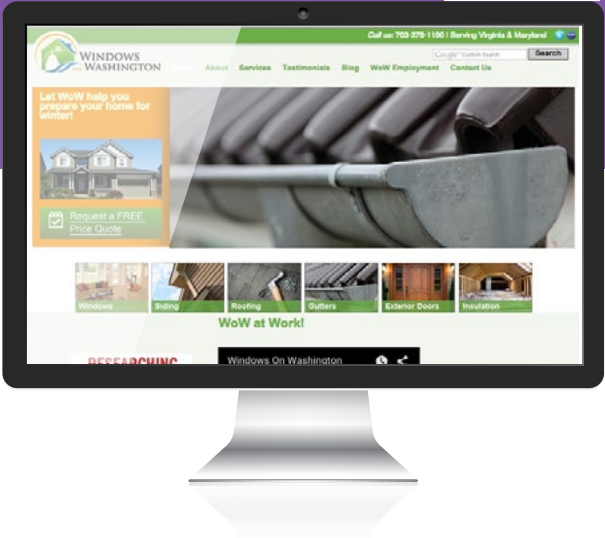
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**Below is a list of deliverables we have completed for Windows on Washington to date:**

- Website redesign
- Two new ebooks to generate top of the funnel leads
- New video to engage with leads at the bottom of the funnel
- Launched seasonal campaigns for Winter, Spring, Summer
- Weekly blog
- Facebook ads to reach new audience and expand reach
- Updated landing page designs with proven improvements in engagement and conversion
- Quarterly newsletter to boost repeat business and referrals

# WEBSITE REDESIGN

OLD



NEW



# WOW DIFFERENCE VIDEO

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Video to explain customer journey and WoW difference.



# SEASONAL CAMPAIGNS

## SUMMER



Want to have your home improvement project complete before the end of summer?

Book your free in-home estimate before 30 June

[Visit windowsonwashington.net](http://windowsonwashington.net)



Improve your summer and your home with beautiful, energy efficient windows, doors, siding or roofing

Book in a free in-home estimate before summer ends

[Visit windowsonwashington.net](http://windowsonwashington.net)



Need to find a trustworthy home improvement contractor?

Too busy for long presentations with pushy sales tactics?

*Experience the WoW difference.*

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# SEASONAL CAMPAIGNS

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WINTER



## FREE INSULATION UPGRADE

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Keep your home warm this winter with a free insulation upgrade when you purchase windows, siding or roofing.

LEARN MORE

Offer ends February 29, 2016. Conditions apply.



# SEASONAL CAMPAIGNS

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SPRING



## SPRING SAVINGS

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**SAVE 10%** on your  
home improvement project

Visit: [windowsonwashington.net](http://windowsonwashington.net)

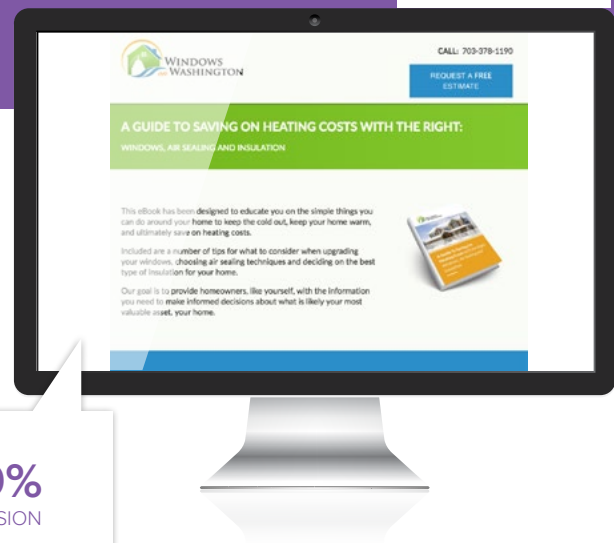


# IMPROVED LANDING PAGE

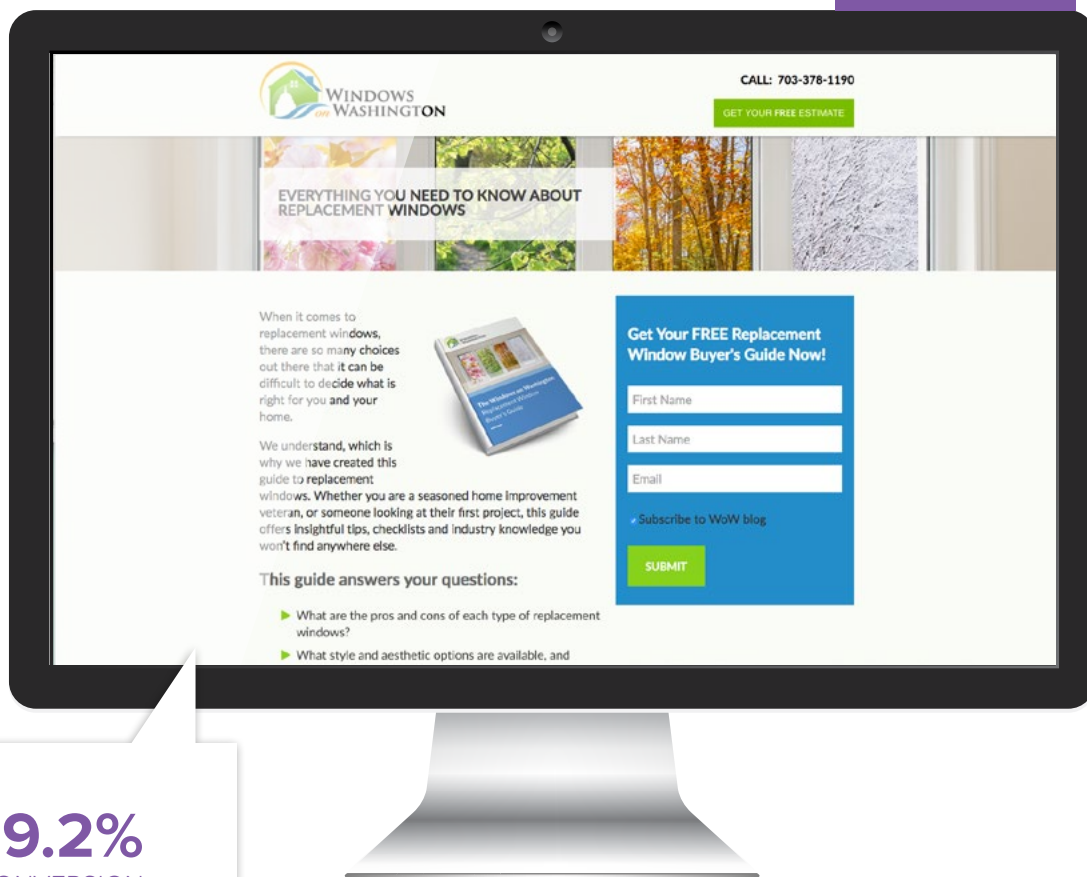
PREVIOUS

We are continually testing and measuring to improve results.

10.9%  
CONVERSION



REVISED



19.2%  
CONVERSION

# CLIENT TESTIMONIAL

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Having worked with Stacie previously I was familiar with her profound understanding of the ever-changing marketing landscape, I was confident that outsourcing our marketing plan design and implementation to TIMCO would produce tangible results that would ensure a strong ROI for our company.

However, even I was surprised how her thorough and comprehensive approach achieved the results of our 12 month goals within a 6 month time frame. Having seen the robust impact of her work on our Inbound marketing results, Stacie then dove into a complete online re-branding which included a website redesign, a new customer experience marketing video, and social media advertising campaigns coordinated with our Inbound themes, among other components. Her natural ability for executive level project management has produced impressive results while repeatedly delivering on-budget and on-time. Stacie's thoughtful and strategic approach has been a steady guide to launching these initiatives in a meaningful way to continuously drive growth and surpass our goals.

I would not hesitate in any way to give my strongest of recommendations to Stacie for all your marketing needs - including online brand design and management, full marketing and inbound strategy and implementation, video, website and print content, and marketing project management.

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TARA NOVOTNY | VICE PRESIDENT | WINDOWS ON WASHINGTON

# ABOUT THE INBOUND MARKETING COMPANY

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The Inbound Marketing Company is a global Inbound Marketing Agency based in Australia, with clients in North America and Australia.

It was originally founded by Stacie Chalmers in 2009, while living in the USA, as a marketing consulting business. Over the years Stacie witnessed significant results with not only her own clients, but all companies adopting the inbound marketing methodology. In 2012, four years later, when it was time to move home, she decided to bring inbound marketing to Australia. Knowing that Australian businesses were struggling because of the Global Financial Crisis (GFC) Stacie knew inbound marketing was the solution Australian business owners needed.





Building business on trust and credibility are the fundamental values of this inbound marketing agency and its principal, so you can be assured of the highest standard of customer support, service and results.

The Inbound Marketing Company's mission is to help companies grow, by building their brand and reputation with valuable and relevant content marketing.

**Please connect with us on social media:**

**Contact Stacie to find out how TIMCo can help you  
achieve your marketing and business goals by creating  
marketing your audience loves.**



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-  [www.theinboundmarketingcompany.com.au](http://www.theinboundmarketingcompany.com.au)