



### Case Study

**A construction company wanted to increase revenue without adding team members. They saw over \$1M in new sales.**

#### Objectives

The construction company worked with marketing agencies and found he couldn't rely on them. They wanted to market consistently, but without a marketing agency.

#### Challenges

The business had existed since the 1800s, but never had a marketing department. They also didn't have a sales department, so they needed to explore ways to bring in leads with their limited in-house resources.

#### Solutions

We crafted a StrategicStory and discovered what marketing and messaging they needed to attract their ideal customers. We built a marketing plan that worked for their business, using a combination of inbound marketing and Account Based Marketing.

### The Results

- #1  
Increased web traffic by 68%.
- #2  
Brought in leads that brought in over \$1M in sales.
- #3  
Increased traffic to website from email by 700%.
- #4  
Ranked on page 1 for chosen keywords: "Ground-up Construction" and "Facility Maintenance."



Don't ever leave me, Sarah!

Dave  
Construction