

MAKE A SPLASH: A MARKETING CASE STUDY FOR POOL CONSTRUCTORS IN THE USA

One of the best things about being a growth partner is getting to know other case studies on a deeper level. So let me share a little about myself.

WHO WE ARE

We're a hybrid prototype company that combines 70% brand assets with 30% business development. Our focus on brand assets involves creating local monopoly with online channels, and getting exposure with TikTok, while our business development team retouches the business base foundation and offers to help them achieve blue markets in highly saturated markets. The approach combines creativity, strategy, and technology to help our clients succeed

**TOTAL REVENUE
GENERATED**
\$74.5 MILLIONS

CLIENTS HELPED
35+

TOTAL AD SPEND
\$21 MILLIONS

CASE STUDY 2.8M in sales and from 5 employees to 12

Overview

We've been working with Matt for about a year on his sales and marketing. Below is a quick recap on the Case Study for his Pool Construction business

The Problem they were having...

- Their branding was really out-of-date.
- Their SEO was not targeting their ideal neighborhoods and areas
- Their Website was boring... uninteresting... and didn't differentiate them.
- They were losing out on bids because they couldn't differentiate themselves
- Referrals had dried up and they wanted a new source of leads from the internet, but their current online presence wasn't working.

Matt was working like crazy chasing around low quality leads

How we helped:

- Marketing Plan and Brand Strategy
- Copywriting and Messaging
- Search Engine Optimization (SEO)
- Website Design and Development
- Logo Design

Results

"Honestly, everything you guys have done, you guys have changed my business. You've changed my team. I've grown from five employees to 12 employees in one year. This year we'll hit \$2.8 million in sales. Last year we did 1.8, so we're going to increase our sales volume by \$1 million in a year. We're developing new staff. We're growing exponentially. And really, it started from the beginning with Bold Brand Vision. You guys are kind of the first part of our business development team, and we're super happy."

CASE STUDY

300% increased revenue and 100+ more clients with Pool

The Challenge

There is a lot of competition in the pool industry in Phoenix, AZ. They wanted to establish themselves as the best and needed a digital marketing strategy that would allow them to do this. This is where they chose Bold Brand Vision to help their company succeed in the long run.

The Solution

Creating an online presence has never been easier. We designed a website that would be able to handle information, lead generation and beautifully display their work. The website needed to improve conversion rates and implement content strategies that are related to online search results.

The services we provided were:

- Digital Marketing
- Enterprise Marketing
- Reputation Management
- SEO
- SMM
- Web Design

50%+ Website Traffic

300% Increased Revenue

+100 Pools

Focusing on their online presence, increased traffic to their website and added 100+ more clients.

The Result

Holt has been around for a while and has grown and expanded from one market to many. They provide the highest quality swimming pools possible. With the improvements we made to their website and the marketing strategies we implemented, they will consistently appear on the first page of Google and generate clients.

CASE STUDY Increase the site keyword base with 276%

Background

They used to work with different SEO agencies before, but never saw satisfactory results. They've tried and tested a number of companies before working with us and were eager to see the results.

The challenging part about structuring the digital marketing strategy for them was that their offer is very niche – even though they are providing construction software solutions to the public, their offer is aimed at general contractors & subcontractors that use software to allocate and manage resources & the workforce.

Activities

We started working with them in July 2020 by carrying out an SEO audit for their website – we've analyzed their site's technical health, the SEO standing and the content side of the website. We've also analyzed and researched their business goals to make sure to take them into consideration when structuring our digital marketing strategy for this client.

Search Engine Optimization (SEO)

To begin with, we've carried out extensive keyword research and competitor analysis to pinpoint low-hanging fruit opportunities that would allow us to rank in the top results of Google SERP in the short term.

Having identified the target keywords that needed to be used throughout the website pages, we've worked with them team to either optimize their existing pages on the site or to create entirely new pages that would help the domain to rank for the identified keywords.

In addition to simply optimizing title tags, H1s, and meta descriptions, we've also revamped the content on the majority of the pages to reflect the search intent of the user and to include the main keywords.

It was also important to perform the content gap analysis to identify the opportunities that can be utilized to fill in the gaps between our site and our competitors' sites in terms of content. The content gap analysis gave us an idea of where we should concentrate our attention in the coming months to catch up/outpace our competitors in terms of organic traffic.

At the same time, we've been working on the content calendar to include additional topics that would be covered to support the main content pieces (guides) that were targeting strategic keywords on the site. For instance, we've created a guide called "Pool Construction explained" as cornerstone content, and then we've planned to create a series of supporting articles linking to the guide that would help solidify the guide's position in Google.

In addition to on-page SEO work, we've started working on off-page SEO. Having put together a comprehensive link-building strategy together, we've started building links to the key pieces of content on the site.

Results

We are going to sum up the results we've been able to achieve for them in the span of 9 months (July 2020 – March 2021).

Organic Traffic

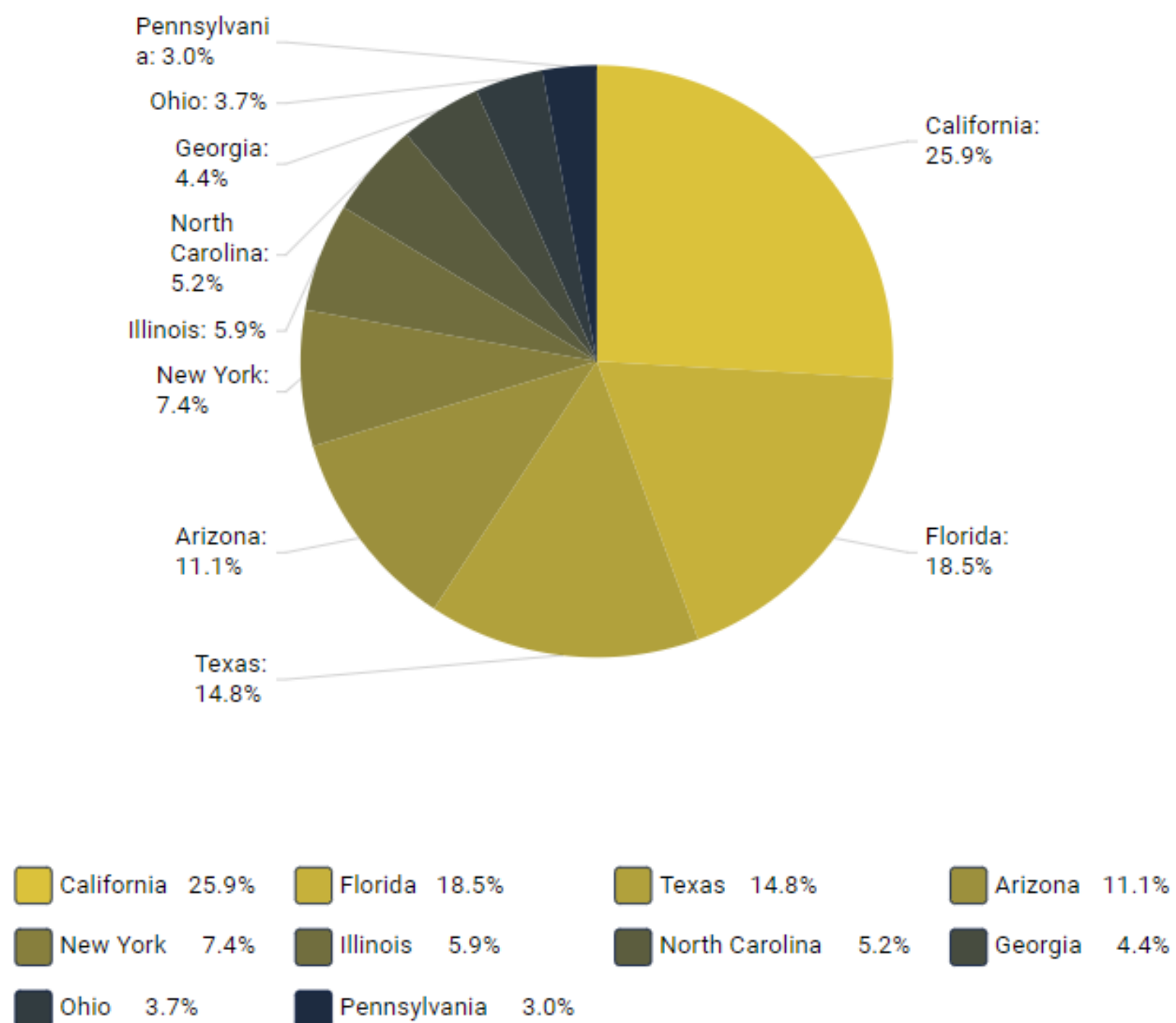
When it comes to organic traffic, bridgitsolutions.com site saw an additional 223% increase in sessions when compared August 2020 to March 2021 (July figures were skewed due to collaboration with Autodesk).

Keyword Rankings

We've grown the site keyword base by 276%, with 128 new keywords ranking on the first 3 positions in Google SERP. We've also added 97 additional keywords to the first page of Google.

Geographic Distribution

Concentration of Pool Construction Industry in USA by State



INDUSTRY TRENDS AND CHALLENGES

INDUSTRY TRENDS AND CHALLENGES

As the demand for pools increases, more companies are entering the market, leading to intense competition.

INCREASED COSTS OF CONSTRUCTION MATERIALS

The rise in the cost of raw materials is making it difficult for constructors to keep up with the increasing demand for pools.

SUSTAINABILITY AND ECO-FRIENDLINESS

The trend towards sustainable and eco-friendly pools is gaining traction, making it essential for constructors to adapt to this change.

CHANGING CONSUMER PREFERENCES

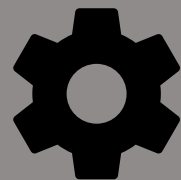
Consumers are becoming more discerning and demanding, expecting customized pool designs and high-quality construction.

LABOR SHORTAGES AND WORKFORCE CHALLENGES

The shortage of skilled workers is a significant challenge for constructors, resulting in longer project timelines and rising labor costs.

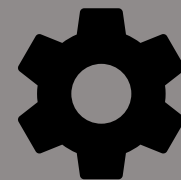
Brand Management and Promotion

Provide strategies for managing and promoting a pool construction company brand



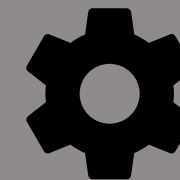
Pool construction companies in the USA

Identify the specific demographic and psychographic characteristics of your target audience.



Logo, Slogan, and Messaging

Develop a consistent and memorable visual and verbal brand identity that communicates your company's unique value proposition.



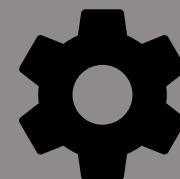
Blog, Social Media, and Email Marketing

Create and distribute high-quality content that educates and inspires your audience, and drives traffic and leads to your website.



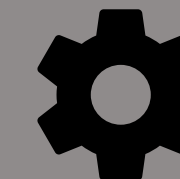
Trade Shows, Sponsorships, and Community Events

Participate in relevant industry events and sponsorships, and engage with your local community to increase brand awareness and loyalty.



Service Quality and Customer Satisfaction

Deliver exceptional customer service and satisfaction at every touchpoint of the customer journey to build trust and loyalty with your audience.



KPIs, Analytics, and A/B Testing

Track and measure the performance of your marketing campaigns, and use data-driven insights to optimize your strategy for maximum ROI.

**A GROWTH PARTNER IS A STRATEGIC
ALLY THAT HELPS BUSINESSES ACHIEVE
THEIR GOALS AND GROW THEIR REVENUE.**

**WE ARE THE DECISIVE FACTOR BETWEEN
YOUR SUCCES OR COMPETITORS
FORTUNE.**

Free 15-Minute Discovery Call

By the end of this Audit call, you will have a clear understanding of the next steps you can take for your business to start generating consistent and reliable results with as a an growth partner. Let's chat!

BBVTM