



About AWI

American Wood Installers is an architectural millwork company based in Long Island, New York. Since its foundation in 1995, it has grown into a quality and sought-after architectural millwork company with custom millwork solutions in the areas surrounding New York (New Jersey, Long Island...)

Ever since its foundation, AWI has grown solely by the referrals it has acquired. They have never spent any marketing dollars, neither digital nor traditional.

It has grown due its customer satisfaction and it will continue to grow that way. But the world is becoming more and more digitally oriented and that is where AWI wanted our help. In our current age, people are becoming more research and information sensitive and will research a company before they decide; so if they can't find your company online, well tough luck!

You might have lost a potential customer

The Problem They Were Facing

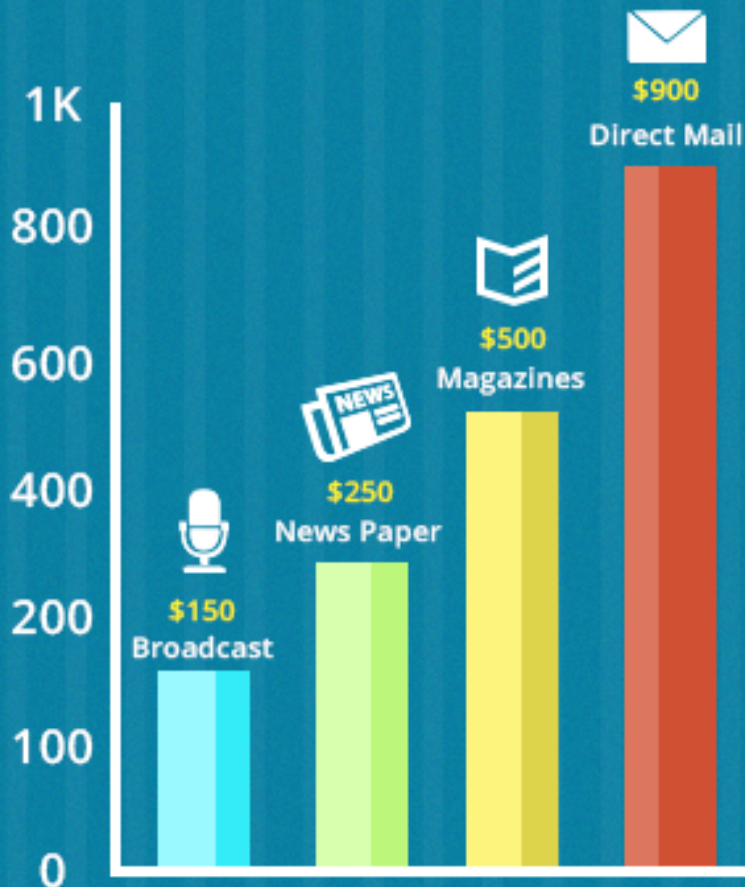
- AWI was losing potential customers that were looking for options online. The number of people looking for solutions to millwork options online will only continue to grow, and AWI owner (Edward Heberer) realized that, to truly expand and grow exponentially, they need to develop their online presence.
- There are only a handful of millwork/construction companies that take advantage of the online space as it isn't competitive as a result of lack of knowledge by owners. Because of this, AWI hired us for web design and digital marketing efforts.
- AWI didn't want to spend their money on traditional marketing costs as its return on investment (ROI) isn't exciting and usually is negative. Take a look on the graph below.

Traditional

VS

Digital

Cost to Reach 2,000 Audience



Cost to Reach 2,000 Audience



Digital marketing wins this one, hands down.

- Another big problem with traditional marketing is that you can't really track the effectiveness of your strategies. With digital marketing, there are software's and programs that can track results and inform you if your tactic is working or not, which will save you tons of stress and money.

What We Offered AWI

- **Customer Research:** The first step towards building an online presence is to understand the qualities of the potential customer. We researched everything about the usual customer and created a data sheet of the perfect customer using the information that Mr. Heberer and the internet gave us.
- **Keyword Research:** The next step was identifying the keywords that customers searched for when they were looking for millwork services in the tri-state area. We build the website content using these keywords.
- **Website Development:** The third step is building the website using the information we gathered from the previous two steps.
- **Digital Marketing:** The final step is putting in marketing efforts. We offer **2 months of free** digital marketing efforts after a website is launched. We do content marketing (keyword optimized), local search engine optimization and social media marketing (if the clients wants too)

Results



Increased Traffic Within 3 Months

- "Millwork Installation Long Island" - 5th on the 1st page of Google
- "Custom millwork services New York city" - 7th on the 1st page of Google
- "Architectural Millwork services New York" - 8th on 1st page of Google

This is only within the first 3 months. You can see that blue-collar businesses don't take advantage of this customer base, and as a result the competition is low and the reward is high



Increased Online Awareness. This results in more calls and emails for more work and revenue.



High Return on Investment. The average non-residential client for AWI brings in over \$100,000 in revenue, which is a fraction of a cost of a website and marketing. Just even one more client per year as a result of our marketing increases their income significantly.