



Construction Company Grows from \$0 to \$1m in Annual Sales with CRM, SEO and Paid Ads

The Service Case Study

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Prepared by:
DerekEngelke
derek@ad-apt.com
AD-APT

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About Boss PDX

Portland, Oregon construction and home renovation professionals for over 17 years! Boss PDX staff members have been working throughout the west coast on all sorts of construction jobs since 2003. Sean Walsh, our Founder, started in construction when he graduated high school. Throughout the years, has has gotten extensive experience in all aspects of the home building process, including gut renovations, new construction, and landscaping. Sean prides himself on his attention to detail and making sure the client is satisfied.

BOSS ■
PDX ■ ■

The Problem

Boss PDX needed help with:

1. Launching new construction business from ground zero
2. Creating a website to represent the business
3. Setting up customer communications
4. Establishing software and services needed for a new construction company
5. Generating new leads
6. Building a brand in the local market

The Solution

Boss PDX had years of award-winning media production and tapped Ad-Apt to assist in the marketing, sales and operational requirements of launching a DTC consumer brand around apparel. Ad-Apt proposed a suite of services customized for this project, primarily focused on:

WEBSITE DEVELOPMENT

Designing, creating and hosting a website for the business.

BRANDING

Developing a professional set of brand assets, messaging and guidelines.

PAID MEDIA

Using Google and Social Media to drive high value targeted traffic.

CONVERSION OPTIMIZATION

Improving the digital properties to drive greater revenue per visitor and customer acquisition.

MOBILE APP DEVELOPMENT

Developing iOS and Android apps to support sales and marketing efforts.

SEARCH ENGINE OPTIMIZATION

Driving more targeted search traffic and opportunities to convert prospects into customers.

The Results

Through a combination of marketing optimizations, software improvements, and targeted advertising, we were able to achieve some impressive results:

↑ \$1M

TOTAL IN SALES

↑ 7

NEW PAGE ONE RANKINGS

↑ 174

ESTIMATES SUBMITTED



A CUSTOM BUILT
MOBILE APPLICATION



NEW WEBSITE
AND BLOG

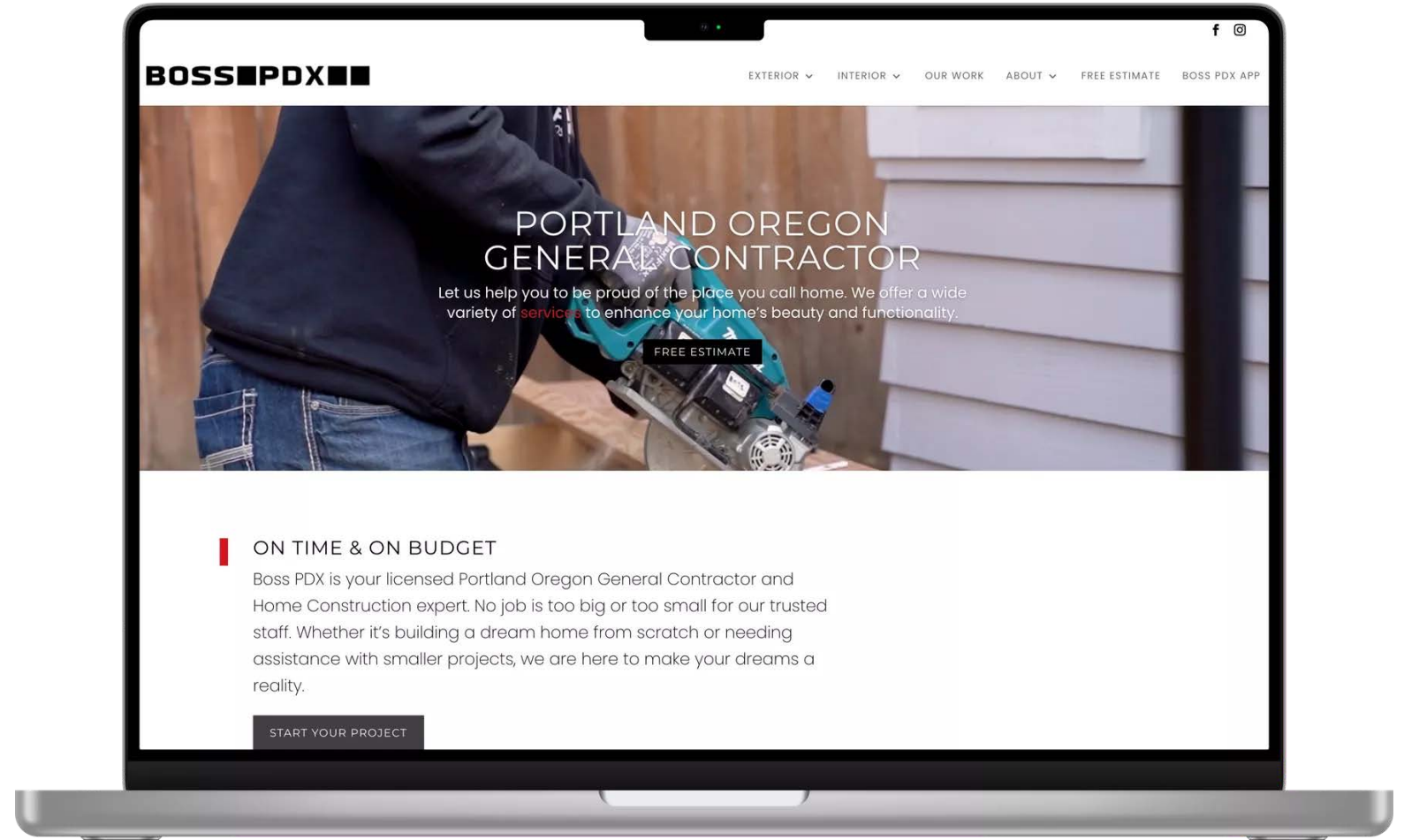


PROFESSIONAL BRAND
+ GUIDELINES

Deliverable:

Website Development

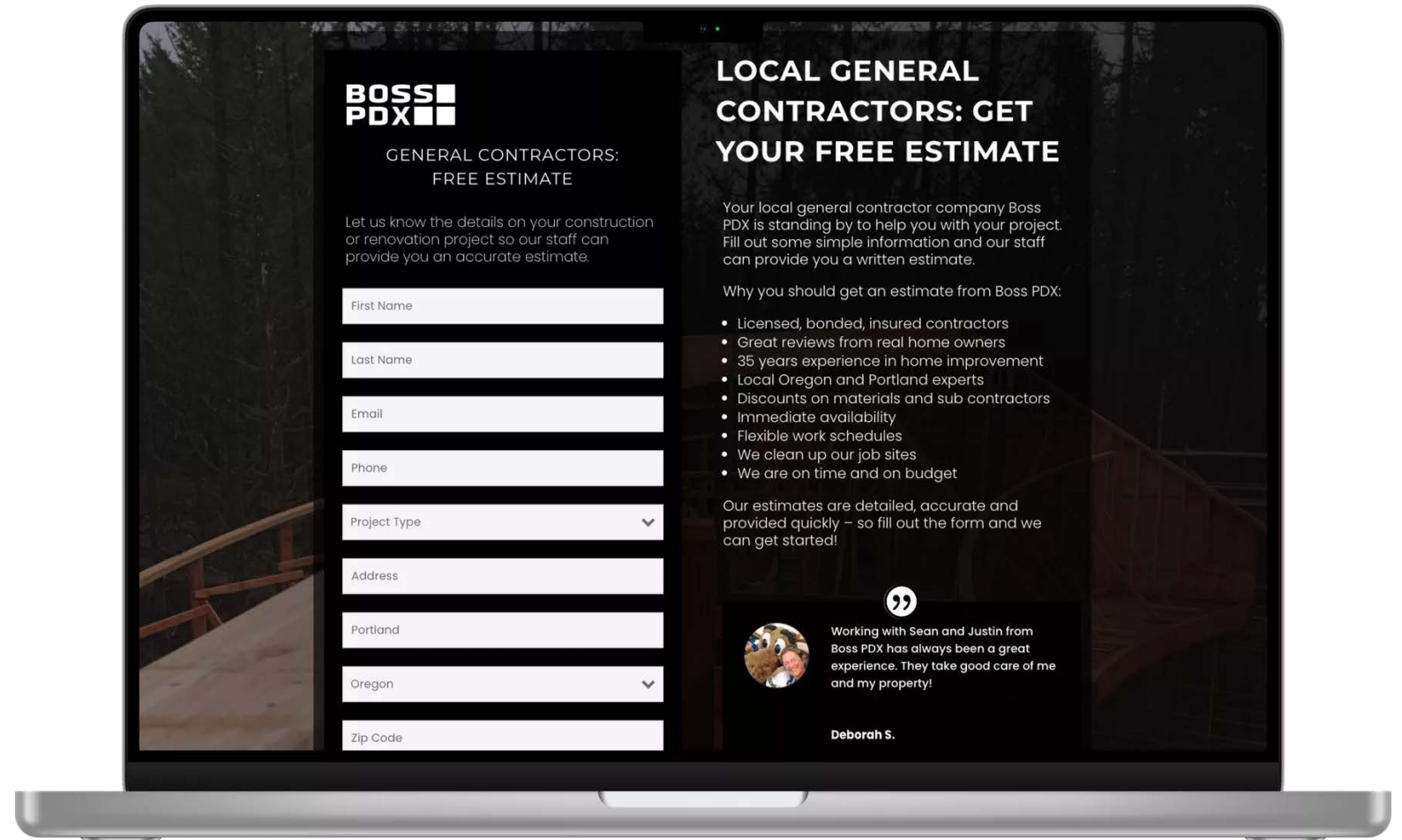
Ad-Apt created an entirely new web experience for Boss PDX. This new website facilitated the SEO, Paid Media and CRO strategies and improved marketing conversions across the board.



Deliverable:

Conversion Rate Optimization

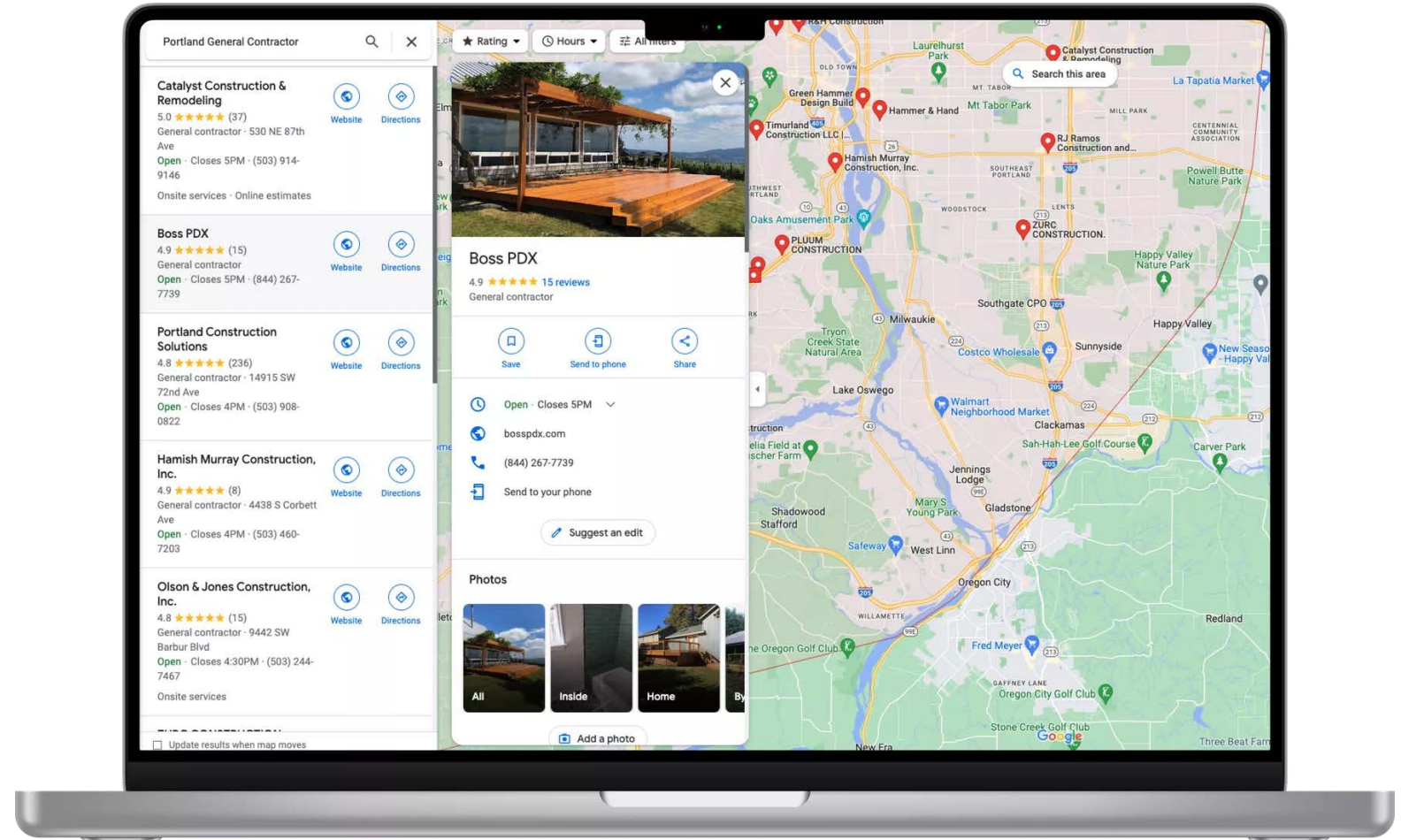
Ad-Apt developed new pages and assets for Boss PDX the website to facilitate a higher conversion rate for each new website visitor. These landing page and CRO strategies were deployed to support all marketing channels.



Deliverable:

Local SEO

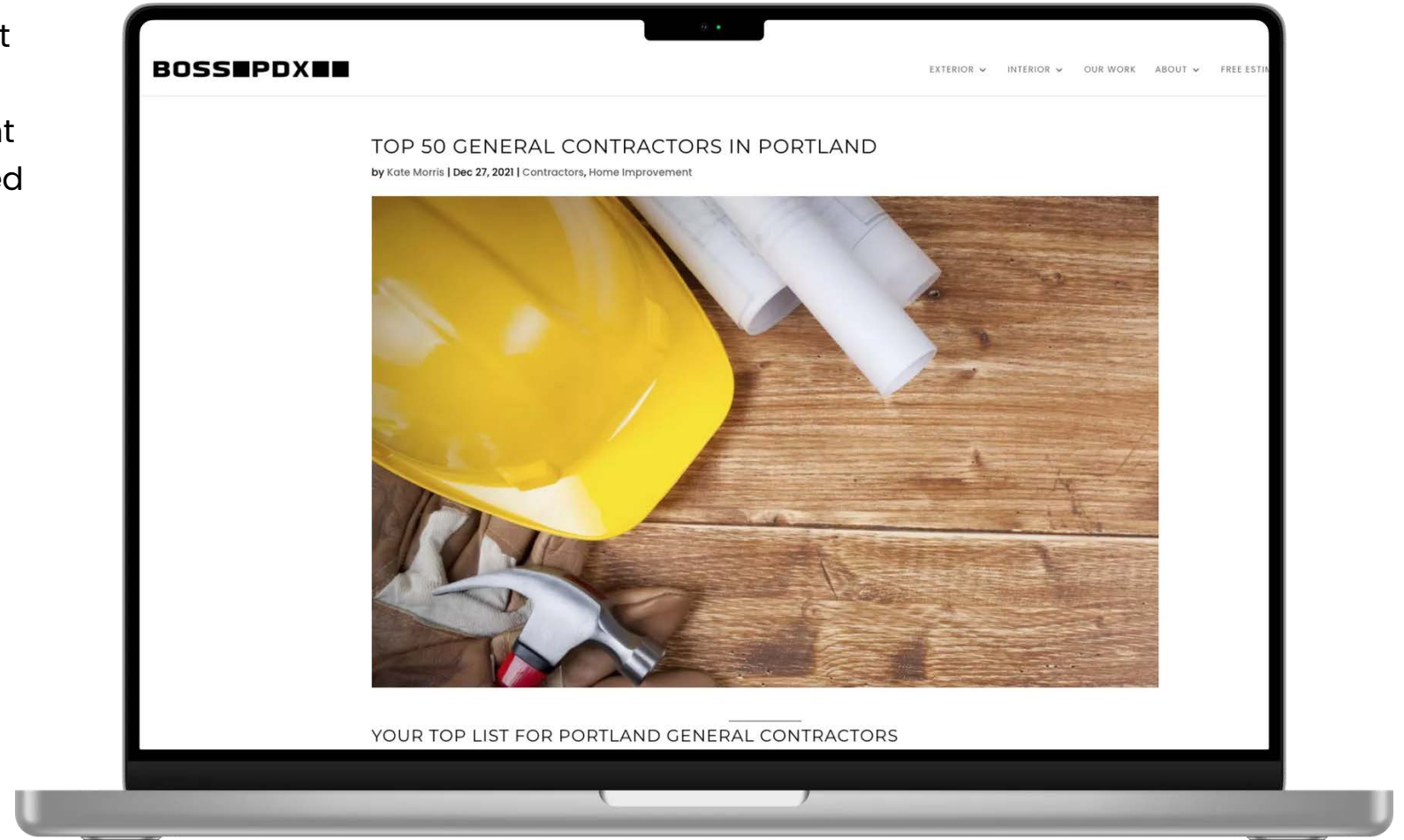
Ad-Apt managed the local SEO presence for Boss PDX and delivered new reviews, new rankings and a better customer experience in the local market.



Deliverable:

Search Engine Optimization

Ad-Apt produced numerous content pieces for Boss PDX all surrounding their targeted keywords. This content and SEO strategy delivered increased rankings for the entire keyword set – with several page one rankings.



Deliverable:

Mobile App Development

Ad-Apt developed a mobile app for Boss PDX. Handling every step from initial UI/UX wireframes to getting the app approved and available for download.

Deliverable:

Paid Media

Ad-Apt managed the paid media spend for Boss PDX delivering targeted traffic, new prospects and new sales. The effect of Paid Media produced results immediately.

Deliverable:

Branding

Ad-Apt created a complete branding kit for Boss PDX. The logo, usage, voice and other attributes were developed and deployed across multiple channels.



"I feel like I have a huge advantage working with ad-apt for all my online and marketing work. I needed a lot of help getting started and ad-apt was able to help me get a consistent flow of weekly jobs. Without new jobs and leads I wouldn't be able to grow my business" – Sean Walsh, Founder, BossPDX"

Sean Walsh, Founder
Boss PDX

**Better marketing performance is possible.
Are you ready to get started?**

GET YOUR FREE MARKETING PLAN

If your project needs help with marketing send an email to derek@ad-apt.com or give us a call at 503-407-6698.

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