

SUMMIT CREW DIGITAL AGENCY

# CASE STUDY

PAINTING AND CONTRACTING COMPANY

617.500.1626  
SummitCrew.com



# Understanding the Client

## ABOUT

A premier painting contractor specializing in commercial and residential renovation offers a various capabilities including painting, power washing, flooring, ceiling applications and more.

## THE SITUATION

They came to Summit Crew looking for assistance in growing their business. They wanted to be a dominant player in the New England Area and eventually expand to a national market. Their goal was to reach businesses in their target industries and convert specific companies from their list of prospects. Before working with Summit Crew, they were using traditional mail marketing. This approach was proving ineffective to convert the businesses and verticals they were targeting and the results were difficult to measure.

## THE CHALLENGE

Summit Crew has a challenge ahead of them. They needed to begin researching, studying, and understanding each specific vertical and developed a strategy for their target markets.

## THE SOLUTION

Summit Crew's goal was to drive relevant customers through the information process and bring them back into play after they had learned about the services. Within each vertical, Summit Crew developed a persona of the individual looking for ProGroup's services and targeted them along each buying cycle stage.



**ACTION  
STEPS**



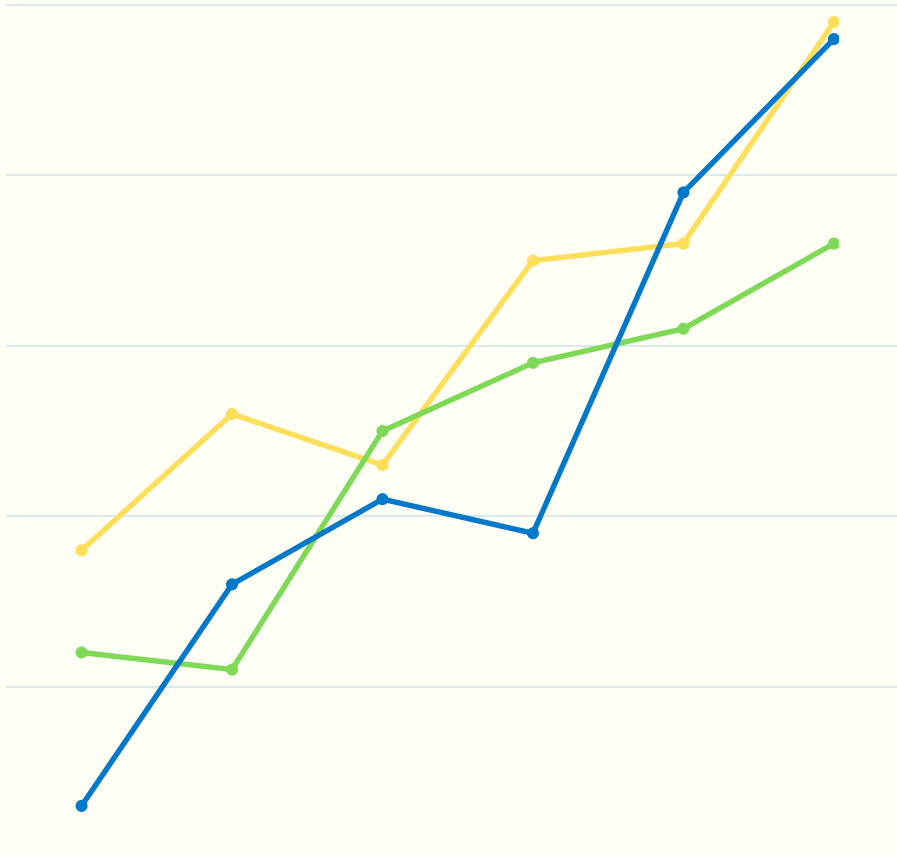
# 1,097%

INCREASE IN LEAD GENERATION

# 315%

INCREASE IN BRAND RECALL

# The Results



## NUMBERS ON THE RISE

They quickly saw the results of a new digital strategy. With over 12 million impressions, the company saw their website traffic increase by over 2,000% year over year and brand recall increased 315%. Lead generation grew by 1,097%. and they also experienced a 36% conversion rate.