

Achieving Groundbreaking Visibility Through Search & Social Media Marketing

Giroud Tree: An Internet Marketing Case Study

www.giroudtree.com

Giroud Tree's Unique Situation...

Giroud Tree has been a well-known lawn care company run by experienced and passionate arborists for over 35 years. Their website, while functional and impeccably designed, lacked any kind of strategic online marketing plan, failed to generate much visitor traffic and did not have the ability to measure marketing effectiveness and ROI.

Challenges in Creating their Marketing Plan...

- How can Giroud Tree fully capitalize on internet marketing capabilities to generate more leads and increase sales?
- How can the company measure marketing effectiveness and success online?



Overcoming Challenges with Solutions...

To achieve our objectives, we implemented a comprehensive search engine and social media marketing campaign. For search engine marketing, we utilized a tracking system to report the number of phone calls submitted on the site while setting up similar ways to track online form submissions. A social media campaign focused on educating the market about proper lawn and tree care, and included unique metrics to measure effectiveness.

By running multiple campaigns that allow for online form submission and phone call tracking, we are able to extensively track the effectiveness of each campaign as it relates to lead generation. In just one month's time, Giroud Tree has gone from having minimal site data to having cost-per-lead values for every lead generated by their new online strategy. With this enhanced data, the company can make future marketing investment decisions with greater confidence and a more predictable ROI.

Results, Feedback and Client Satisfaction...

- Phone calls from internet marketing activities increased by 116%.
- Sales attributed to the internet increased by 154%.
- Search engine marketing now represents 32% of the company's total leads.

Giroud Tree and Lawn was referred to WSI by a trusted expert in the field. We are very excited about the results they have produced to improve our search engine positioning and establish a social media marketing program. The WSI Team created an excellent plan which they have executed flawlessly. They have kept us informed with monitoring reports, been very responsive to our questions and are helping to guide us in establishing and maintaining our social media program. If you want to successfully navigate the murky waters of SEO and social media, you couldn't choose a better company than WSI."--Cindy Giroud of Giroud Tree and Lawn



Driving Your Business Success Online

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