



6 Month Marketing Case Study



Marble Granite World

April - September



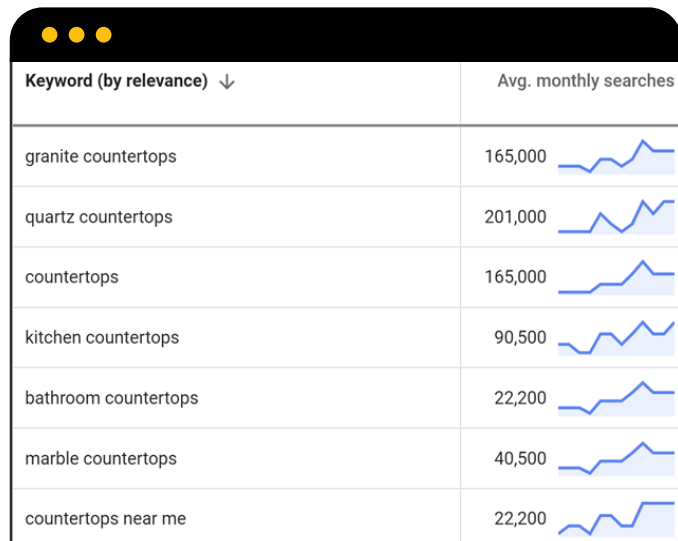
This case study will show you the kind of revenue a countertop company can generate from a smart, well thought out and low cost marketing campaign for their business. I'm going to show you revenue generated in some highly competitive markets in North Carolina.








We are always very transparent with all of our services. I'm going to break out the exact numbers for this client. This same marketing campaign can be implemented in your area. The interesting thing about this case study is that some of the months were when COVID was at its worst. It's a great example of how important online marketing is for your countertop company because even during a pandemic, business didn't slow down.

Working exclusively with countertop companies has given us a specialized knowledge of what works and what doesn't work when homeowners are searching for countertops. Here is what is working for our clients now and it's working in a big way! Let's get right into it.

Countertops is an Incredibly Well Searched Industry

Here are the most popular terms that are searched each day. The combined terms above get over 650,000 searches each month in Google (not including Bing, Yahoo or social media)! That is huge because it's good to know that people are actively looking for countertops and the terms are so highly searched. And there are dozens of more countertop terms that are searched each day!



Keyword (by relevance) ↓	Avg. monthly searches
granite countertops	165,000 
quartz countertops	201,000 
countertops	165,000 
kitchen countertops	90,500 
bathroom countertops	22,200 
marble countertops	40,500 
countertops near me	22,200 

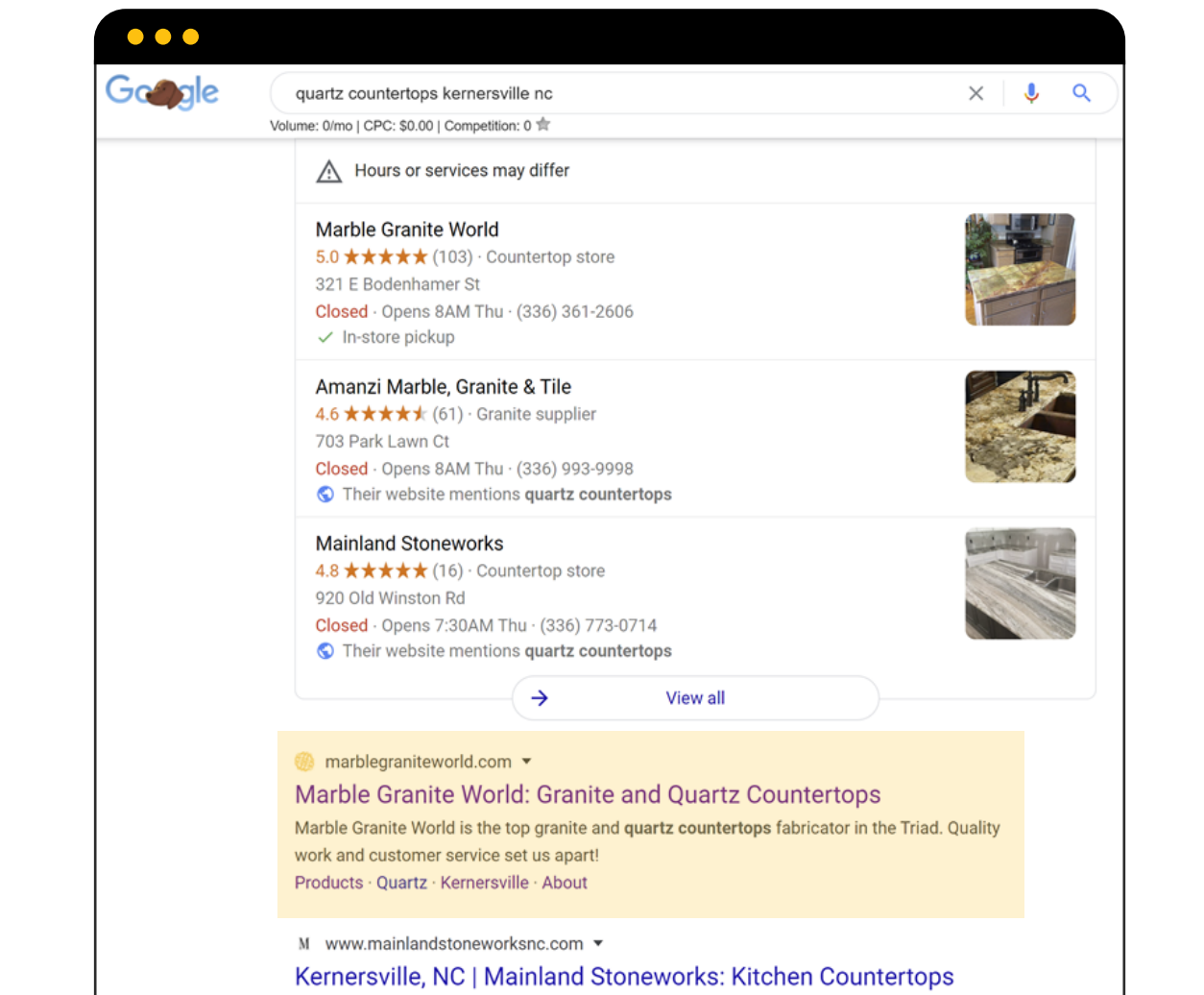
What these numbers tell us is that internet marketing for countertop companies is a robust strategy you can't ignore. How are people that don't know you going to find you? Outside of referrals and word of mouth jobs, the internet is where homeowners are and if you set it up properly, it can be an absolute goldmine for you!

Breakdown of the Marble Granite Worlds Campaign

Each one of these channels produce leads for the client. The majority of their leads come from Google Organic Search and Google My Business (Google Maps). They also get leads from Google Ads and Facebook Ads.

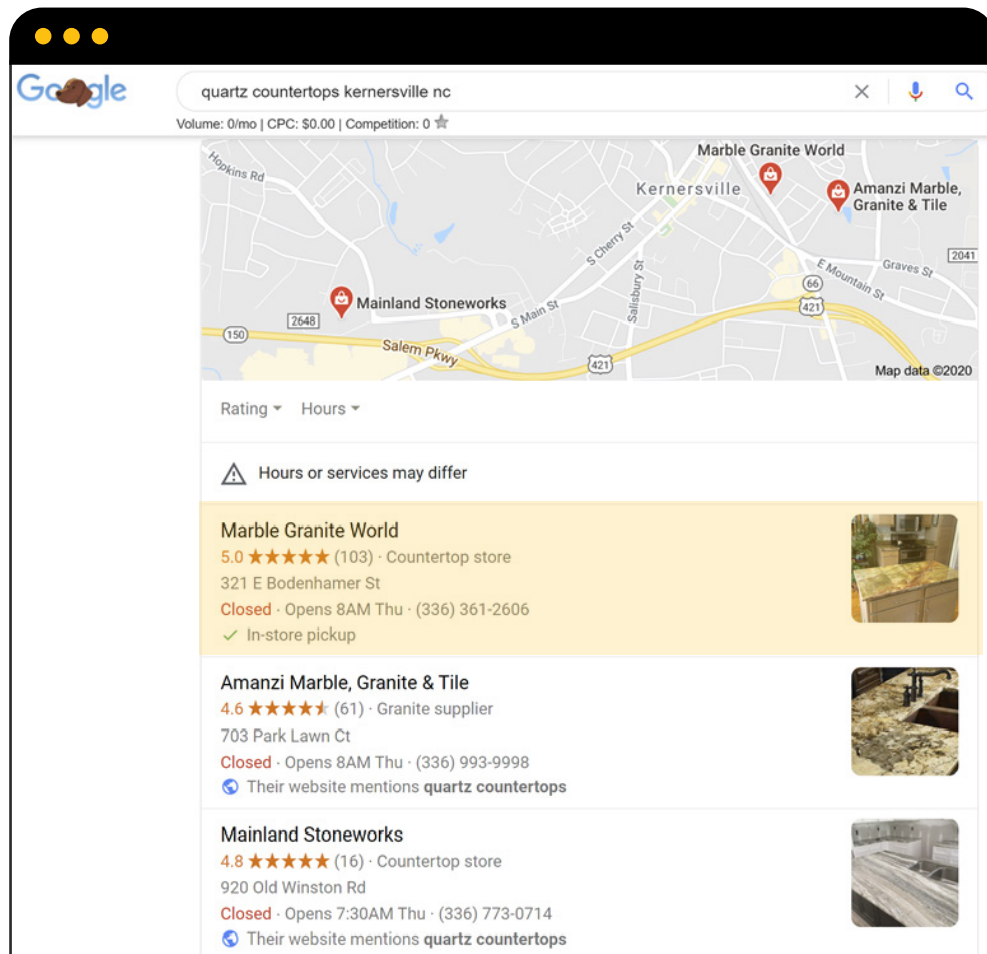
Google Organic Search (SEO)

For this client we are running our proven SEO campaign. 50% of their leads come from organic search. Organic search are the listings right below the maps section. Some of our monthly tasks are onsite optimizations and producing quality blog content.



Google My Business (Google Maps)

GMB also known as Google Maps produces around 35% of their leads. They have a large amount of reviews and continue to get reviews each month. A well optimized GMB profile and steady stream of reviews helps Marble Granite World dominate the maps section.



Google Ads

We are running a complete Google ads campaign for this client. The highest performing keywords are granite countertops and quartz countertops. Their average cost per click is around \$4.50 per click. They spend around \$1000 each month on ads.

Facebook Ads

MGW has great social content and we use Facebook ads to promote these posts. We are running this campaign with a small budget at around \$150 per month.

Month by Month Revenue Generated

Let's dig into the numbers for each of the 6 months.

Average job cost: \$2,284
Close rate from leads: 45%

April

27 Total Leads
8 Web Form Leads
9 Phone Call Leads
10 Appt Calendar Leads

■ Revenue Generated:
\$27,750

May

93 Total Leads
4 Web Form Leads
79 Phone Call Leads
10 Appt Calendar Leads

■ Revenue Generated:
\$95,585

June

85 Total Leads
3 Web Form Leads
76 Phone Call Leads
6 Appt Calendar Leads

■ Revenue Generated:
\$87,363

July

81 Total Leads
7 Web Form Leads
65 Phone Call Leads
9 Appt Calendar Leads

■ Revenue Generated:
\$83,251

August

88 Total Leads
6 Web Form Leads
76 Phone Call Leads
6 Appt Calendar Leads

■ Revenue Generated:
\$90,446

September

90 Total Leads
12 Web Form Leads
71 Phone Call Leads
7 Appt Calendar Leads

■ Revenue Generated:
\$95,502

Total Revenue Generated Over a 6 Month Period



Total Revenue:

\$479,897



Total Leads:

464

This is the kind of revenue our clients are seeing! In this example, I am showing you what they spend on Google ads (\$1K/mo) and Facebook ads (\$150/mo). You may want to spend more or you might want to spend less. Most of our clients spend around \$1K-1500 on Google ads per month and on Facebook ads \$150-600 per month. But with leads, a large amount come from the Google organic and maps section so you need to focus on all aspects of online marketing.

I'm proud to say we have close to a 100% retention rate because our countertop companies are making money from the services we provide for them. Plus we work really hard for our clients, and we are a part of their team. We're not just a marketing company they pay each month. We give them updates each Monday like a regular marketing team would.



Book a Strategy Session



<https://countertopmarketingco.com/call/>

Please contact me for a 1 on 1 strategy session so we can discuss your countertop company and the demographic you serve. Give us a chance to show you what we can do and we will grow your business.

We are that confident and have a list of references to prove it!

