



How We Helped a Pool Company Generate
\$15 Million in 1 Year

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Introduction

The total number of Internet users across the world has skyrocketed from just over 1 billion in 2005 to more than [3.5 billion in 2017](#). Each day, more people are relying on the web for virtually every aspect of their daily lives, from checking the weather to communicating with colleagues to keeping up with current events.

So it's no surprise that the Internet plays a massive role in a customer's shopping behaviors and decisions. Statistics show that [81% of shoppers](#) do their research online before making a purchase, and [93% of consumers](#) say that social media has influenced their buying decisions. With instant access to information, brands and their customers are communicating more quickly and efficiently than ever, in ways that integrate with a consumer's daily web use habits.

The Internet is replacing traditional media. It's no longer the future – it's our reality. This is why a digital marketing strategy is critical for brands that want to keep up with their competition.

A strong digital marketing plan can include a diverse portfolio of tactics, like search engine optimization (SEO), social media, pay-per-click advertising (PPC), video production, and content marketing. Top-performing companies cross-pollinate their digital channels to create a customized, multi-channel strategy that closely examines and caters to their ideal customers.

In this report, we'll examine two case studies showing how StrataBlue designed and executed multi-channel digital marketing campaigns for two above-ground pool companies: [Kayak Pools](#) and [Ambassador Pools](#). Within a year or less, these campaigns resulted in the best year ever for both clients.

[Kayak Pools generated \\$15 million in revenue in 1 year.](#)

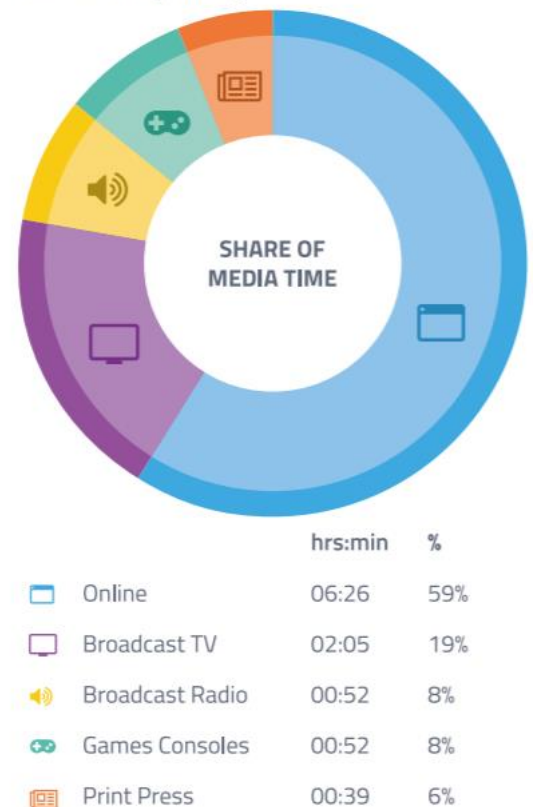
The company generated 7,746 leads from their new Facebook advertising campaign and 6,257 leads from their Google AdWords PPC campaign. To enhance the multi-media experience, StrataBlue filmed a pool installation for Kayak's digital ads, crossing into the powerful world of video.

[Ambassador Pools got a CRM makeover that revolutionized their operations.](#)

They went from writing all their lead and sales info by hand, to a shiny new customer relationship management (CRM) platform that automates the process of documenting, reporting, and communicating with their contacts. In just five months, they also generated 5,147 leads from Facebook and Google AdWords.

MEDIA CONSUMPTION BEHAVIORS IN 2016

Number of hours and minutes per day typically devoted to the following



Case Study 1: Kayak Pools

Located in Indianapolis, IN, Kayak Pools Midwest services several states in the Midwest region. The company had one of their best years ever in 2012, after which point they hit a slump. In January 2017, they came to StrataBlue looking for a new, creative approach to help bring their numbers back to what they once were.

StrataBlue studied the company's past performance strategies and results, and combined this information with market research for potential customers within their service areas. Based on this data, they designed a digital marketing plan that implemented the following strategies:

- ❖ Facebook advertising, which the company had never done before
- ❖ A time-lapse video of a pool installation for use in digital marketing materials
- ❖ Google AdWords pay-per-click (PPC) advertising
- ❖ Migrating their existing website to WordPress, complete with back-end optimization
- ❖ Consistent blogging for added customer engagement and SEO improvement

Entering the World of Facebook Ads and Video

As a Facebook Blueprint Certified Agency, StrataBlue immediately implemented a targeted Facebook advertising strategy, marking Kayak's first foray into social media marketing. The campaign focused primarily on Lead Generation Ads, which are designed to capture information from users who are interested in your business. Once a user clicks on the ad's image, video, or carousel, they're taken to a lead form to provide information so that a member of Kayak's sales team can follow-up.

Once the Facebook campaign gained traction using static images as the main visual, StrataBlue decided to incorporate video. One reason for this choice is because 2017 research shows that video viewing and social media were the two most popular activities online, accounting for more than [one-third of the time](#) that we spend on the Internet.

Drilling down even further, we see that Facebook alone generates [eight billion video views](#) each day on average. Facebook video has shown itself to be a powerhouse digital marketing strategy for B2C businesses, which is why [62% of marketers](#) are planning to invest in Facebook videos in the coming year.

The screenshot shows a Facebook advertisement for Kayak Pools Midwest. At the top, the profile picture and name 'Kayak Pools Midwest' are visible, along with a 'Sponsored' label and a thumbs-up icon. The main text of the ad reads: 'The Kayak Award Winning Pool is a pool you can put all the way in the ground, half way in the ground or all the way out of the ground. You decide & we'll do the rest! Payments as low as \$189/mo and pay nothing until 2018!'. Below this is a video thumbnail showing a pool being installed in a backyard, with a large play button in the center. Under the video, the text 'Free Installation!' is displayed, followed by 'Offer Ends May 15th!' and the website 'www.kayakpoolsmidwest.com'. A 'Sign Up' button is located to the right of this text. At the bottom of the ad, there are reaction icons (thumbs up, thumbs down, and a surprised face) with a count of '1K', and a comment count of '285 Comments'. Below the ad, there are icons for 'Like', 'Comment', and 'Share'.

To capitalize on the immense opportunity of video, StrataBlue sent out a film crew to record Kayak's team building a pool on-site in a customer's back yard. The video was then time-lapsed for brevity and used in Facebook ads and other digital marketing materials.

Other strategies for Kayak Pools included...

Google AdWords

While social media ads helped to engage audiences on Facebook, the Google AdWords campaign helped to generate leads from web searches on Google. Ads are targeted to the region and specific search terms, so that whenever a user in the Mideast types "pool installation company," for example, a Kayak ad is set to show up.

Website Migration

The Kayak Pools website was originally hosted on a clunkier, less efficient, and less SEO-friendly platform. StrataBlue migrated the website onto WordPress, one of the industry's top performing platforms. The site was also optimized for search: all pages and URLs were cleaned up, and keywords and meta data were added.

Blogging

Businesses that blog receive **97% more clicks** back to their website than companies that don't, in addition to showing up more in relevant web searches. To ensure that Kayak Pools was consistently reaching, educating, entertaining, and engaging its target audience, the company designed a content schedule of regularly-published blogs.

To nurture leads generated from Kayak's Facebook, AdWords, and organic landing pages, StrataBlue used the [HubSpot](#) platform to create comprehensive email drip campaigns. These automated campaigns sent personalized, periodic emails to each lead based on their [buyer persona](#) and their stage in the purchasing process. The Kayak team kept contact with each lead, offering helpful information and answering the questions or concerns they had leading up to their purchase – which turned into more conversions and more revenue.

Campaign Results

In 2017, Kayak Pools saw an incredible **\$15 million in revenue** from their new, comprehensive digital marketing strategy. Of this total gross revenue, \$3.1 million was a direct result of the Facebook ad campaign, \$3.6 million came from Google AdWords, and \$3.5 came from Google search traffic and their new website.

They also saw the following results from their paid advertising campaigns:

Facebook Ads	
Spend	\$81,715.65
Impressions	5,296,144
Reach	907,328
Clicks	69,557
Leads	7,746
Cost Per Lead	\$10.55

Google AdWords	
Spend	\$126,567.20
Impressions	6,644,690
Clicks	72,536
CPC	\$1.75
Conversions	6,257
Cost Per Conv	\$20.29
Conversion Rate	8.63%

Case Study 2: Ambassador Pools

Ambassador Pools is based in Canton, MA, servicing the surrounding northeast region. Like Kayak Pools, the company had seen stagnant growth in recent years and was looking for a new marketing agency with fresh ideas to bring in more business. In March 2017, Ambassador Pools became a StrataBlue client.

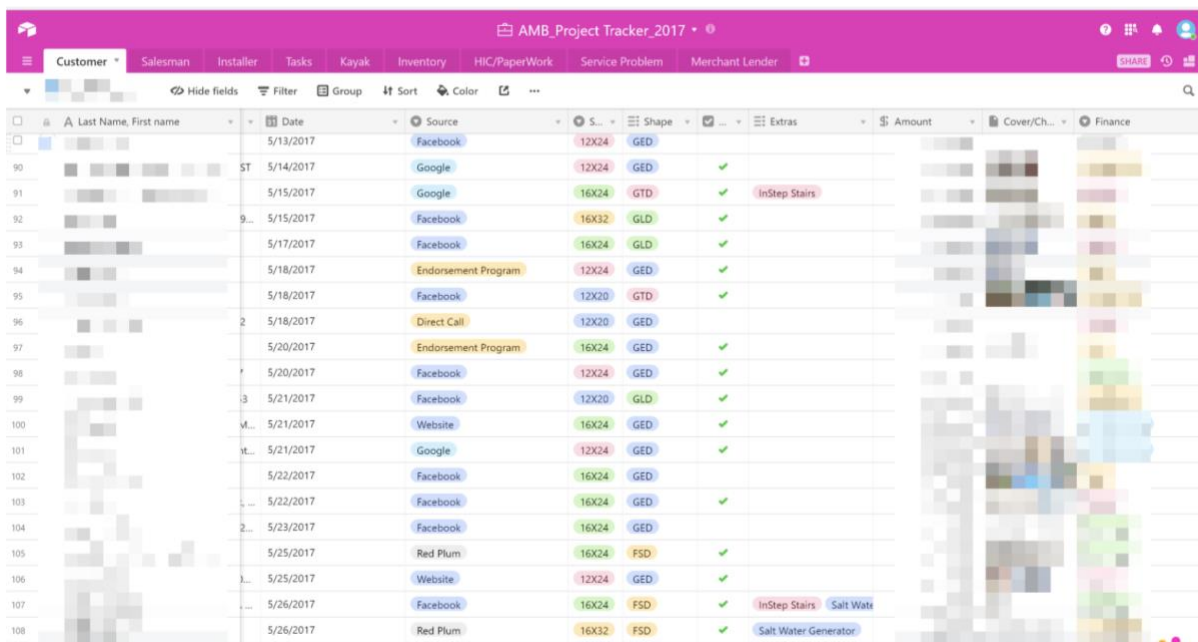
StrataBlue implemented the following strategies:

- ❖ A new CRM platform to more efficiently track and manage their leads and customers
- ❖ A full website redesign, complete with back-end optimization
- ❖ A Facebook lead generation advertising campaign
- ❖ Google AdWords pay-per-click (PPC) advertising during their busy season, April to August
- ❖ Consistent blogging for added customer engagement and SEO improvement

From Pen and Paper to an Automated CRM

Prior to working with StrataBlue, Ambassador Pools had been manually tracking all of their leads and sales by hand. While this had been effective enough to keep the business running, they recognized that it was time-consuming and prone to human error. They weren't alone in this, as statistics show that [32% of salespeople](#) spend an hour or more every day on data entry, using informal means like Microsoft Excel or Outlook.

But brands that use advanced lead management tools see a [9.3% increased sales quota rate](#) over brands that don't. This is why StrataBlue implemented [AirTable](#), a customer relationship management (CRM) platform to manage all of their leads. The platform automatically inputs new customer data from all of their marketing streams, including Facebook, AdWords, and their website – without the need for the sales or marketing teams to enter any data manually.



The screenshot displays the AirTable CRM interface for 'AMB_Project Tracker_2017'. The table lists customer leads with columns for Last Name, First name, Date, Source, S., Shape, Extras, Amount, Cover/Ch., and Finance. The data includes leads from various sources like Facebook, Google, and Direct Call, with specific details on dates, shapes, and extras.

	Last Name, First name	Date	Source	S.	Shape	Extras	Amount	Cover/Ch.	Finance
90		5/13/2017	Facebook	12X24	GED				
91		5/14/2017	Google	12X24	GED				
92		5/15/2017	Google	16X24	GTD	InStep Stairs			
93		5/15/2017	Facebook	16X32	GLD				
94		5/17/2017	Facebook	16X24	GLD				
95		5/18/2017	Endorsement Program	12X24	GED				
96		5/18/2017	Facebook	12X20	GTD				
97		5/20/2017	Direct Call	12X20	GED				
98		5/20/2017	Endorsement Program	16X24	GED				
99		5/21/2017	Facebook	12X20	GLD				
100		5/21/2017	Website	16X24	GED				
101		5/21/2017	Google	12X24	GED				
102		5/22/2017	Facebook	16X24	GED				
103		5/22/2017	Facebook	16X24	GED				
104		5/23/2017	Facebook	16X24	GED				
105		5/25/2017	Red Plum	16X24	FSD				
106		5/25/2017	Website	12X24	GED				
107		5/26/2017	Facebook	16X24	FSD	InStep Stairs Salt Water			
108		5/26/2017	Red Plum	16X32	FSD	Salt Water Generator			

In addition to consolidating all customer data into the same place, StrataBlue also implemented [ActiveCampaign](#), a marketing automation platform that automatically sends customers emails and text messages for important information and events, like their pool installation appointment time.

Other strategies for Ambassador Pools included...

Website Redesign

The original Ambassador Pools website was outdated and lacking a clean, modern, and user-friendly design. StrataBlue completely redesigned the website, creating a more visually appealing resource for customers to learn more about their pools, browse through a photo gallery, and contact the company for next steps.

Paid Advertising

Like the ad campaigns for Kayak, StrataBlue designed a Facebook and Google AdWords PPC campaign for Ambassador Pools too. The ads are built similarly, using custom targeting for potential customers in the northeast. Facebook ads include a lead generation form that inputs customer info directly into their new AirTable CRM.

Blogging

Similar to Kayak's blogging strategy, StrataBlue regularly creates and publishes content for the Ambassador Pools blog. The blogs cover topics like tips and advice, considerations for having a pool, pool maintenance issues, and seasonal updates. The content strategy helps to attract, educate, and engage leads and customers.

Campaign Results

In just five months, Ambassador Pools saw a total of **\$5.7 million in revenue** after the implementation of StrataBlue's strategies. Of this total gross revenue, \$2.1 million was a direct result of the Facebook ad campaign, and \$2.7 million came from a combination of AdWords, Google search traffic, and their new website.

They also saw the following results from their paid advertising campaigns:

Facebook Ads		Google AdWords	
Spend	\$52,028.10	Spend	\$45,106.89
Impressions	3,072,392	Impressions	1,472,237
Reach	664,771	Clicks	19,915
Clicks	34,118	CPC	\$2.75
Leads	4,662	Conversions	485
Cost Per Lead	\$11.16	Cost Per Conv	\$111.02
		Conversion Rate	2.47%

About StrataBlue

While it's clear that a digital strategy is critical to business success, there are still many businesses that haven't harnessed its power. In an annual Smart Insights survey, [49% of participants](#) said that they don't have a clearly defined digital marketing strategy.

As a Google and Facebook Blueprint Certified Agency with years of experience, StrataBlue is here to help these brands attract, engage, convert, and retain more clients with various digital marketing strategies, including:

- ❖ **Digital strategy:** Market research, strategic planning, competitive analysis, content strategy, SEO, and PPC
- ❖ **Online marketing services:** Social outreach, community and reputation management, influencer analysis, recruitment, and social advertising
- ❖ **Marketing automation:** Marketing and sales alignment, campaign management, lead nurturing and scoring, targeted creative content, and reporting and analysis
- ❖ **Creative services:** Branding, social media, web design, infographics, and video

Contact us today if you're looking to expand your digital marketing portfolio and maximize your company's performance.