



MARKETING REFRESH

IMPROVED MARKETING STRATEGY, BRANDING, AND WEBSITE PERFORMANCE

GAINSBOROUGH WASTE AND TEXAS OUTHOUSE are the trusted providers of waste solutions and portable toilets for business, commercial, and special events in the Greater Houston area. Gainsborough Waste provides roll-off dumpsters, transfer station recycling, “white glove” waste pickup service, hauling services, and event services. Texas Outhouse provides portable toilets, restroom trailers, luxury event trailers, and event waste services.



The Problem

Gainsborough Waste and Texas Outhouse had previously invested in a nice-looking website but were frustrated by the lack of measurable business results.

- No connection between marketing and business goals
- No tracking or reporting of marketing performance metrics
- Marketing materials did not present the services as top-tier

The Solution

We analyzed the service offering, audited the existing websites, reviewed key competitor websites, and recommended an updated marketing strategy to best communicate the value proposition and grow brand awareness.

- Defined personas and decision-making process
- Created taglines and messaging strategy
- Updated digital and print marketing materials
- Shot and edited new facility capabilities videos, featuring drone footage
- Developed content calendar and reporting loop
- Launched Google Ads paid search strategy

The Results

4,000 new leads

Clear, consistent
marketing message

Regular posting of content
to website, LinkedIn, Facebook, and email

32% YOY increase
in website traffic (Gainsborough Waste)

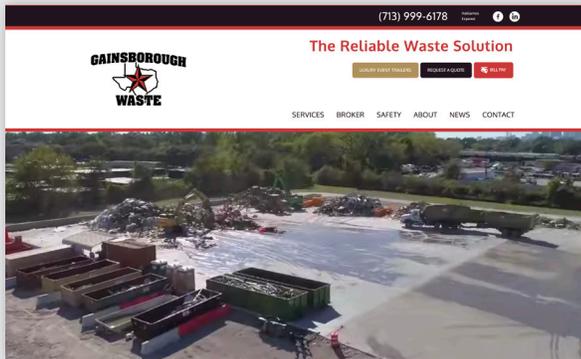
7% YOY increase in traffic
from Google Searches

17% YOY increase
in website traffic (Texas Outhouse)

47% YOY increase in traffic
from Google Searches

128% YOY increase
in keywords in Top 100 (Texas Outhouse)

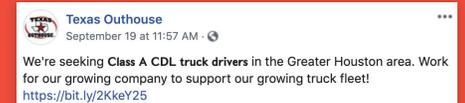
Website Homepages



Brochure Design



Social Media Posts



Videos



“ The team is highly responsive and helpful, and has worked hard to create consistency with our message and all materials. Our results since hiring them have been outstanding. ”

- Larry Wheeler, Corporate Revenue & Sales Manager