



MARKETING REFRESH

IMPROVED BRANDING, LEAD GENERATION, AND SEARCH VISIBILITY

Pavertime specializes in paver installation, design, and permeable paver water retention solutions for new construction or upgrading existing projects. The team has award-winning landscapers and paver installation crews that will turn any project into a perfectly planned outdoor paradise while solving the problems of flooding and erosion.



The Problem

The Pavertime team had been reliant on getting leads from traditional contractor channels such as Angie's List and Yelp advertising. The subscriptions had gotten expensive, and did not seem to be sending high quality leads to the sales team. Pavertime also ran Google ads, but did not feel they were getting good value from the money being spent.

The owner originally contacted Marketing Refresh to help them find a more effective way to market their business and get more opportunities to bid on project work.

The Solution

Our team analyzed the budget spent on the previous advertising programs and compared those channels against Google, Facebook, and Instagram ads. We also encouraged the team to focus on specific service areas and in a specific geographic area.

We initially implemented a revamped ads strategy that provided the necessary financial turnaround to fund other projects and opened up the possibility to improve the company branding and organic keyword rankings.

Ultimately, we implemented new branding and a well-rounded digital marketing program:

- Updated logo design
- New website design with improved project photography and information about key service areas
- Developed a clear messaging strategy that educated the target audience throughout their entire decision-making process
- Implemented a complete SEO content strategy
- Created a consistent content calendar (Blogs, Facebook, Instagram)
- Google, Facebook, and Instagram ads

The Results

A **professional** and **credible** brand

311% growth
in keyword rankings
2020 vs. 2022

150% growth
in organic search traffic YOY

109% increase
in website traffic YOY,
including direct and ad traffic

Average lead cost from Google Ads **reduced to \$100.21**; Average lead cost from Facebook Ads **reduced to \$72.79**.

New Logo

After



Before



“

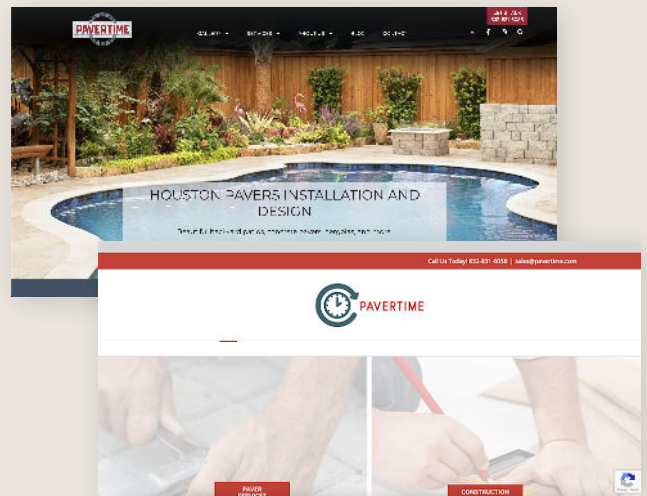
We had been relying on word-of-mouth referrals and solutions like Angie's List and HomeAdvisor for leads, but we were paying too much and weren't getting the right kind of customers. We pride ourselves in our quality craftsmanship and personal approach, and that just wasn't coming through to our customers on those platforms. We were looking for a change and got connected with the Marketing Refresh team, who helped us with our online presence and guided us to pinpoint our key services and the geographic areas to focus on. We ended up changing to a proactive ads strategy on different platforms, including Google ads, and have seen a better return on investment. Putting us online helped for sure, and our new website shows off all of the projects we've done, and our new logo and branding match the quality of our workmanship. We have been grateful for the partnership between our firms and look forward to continued success.

”

- Drew Cantwell, Owner

New Website

After



Before

Blog Keyword Rankings

CUSTOM FIRE PITS FOR HOUSTON'S YEAR-ROUND OUTDOOR LIVING

October 4, 2022



Whether it's an outdoor fireplace or a fire pit, the pits in Houston homes can provide an inviting atmosphere in a backyard. Located in the center of the yard, they can turn into a gathering place for friends and family.

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50

6

Social Media

