

How one small business expanded their web presence and reached new customers.

A CASE STUDY EXAMPLE



After working with First Draft Marketing, Mainstreet Guns & Range saw a huge jump in website traffic, phone calls, new customers and memberships. So far, they've seen a 16:1 return on their investment.

The Challenge

- Sales + New appointment leads from website were sporadic
- Promotions weren't effectively advertised beyond their local community
- New web traffic difficult to trace back to any marketing source
- Marketing campaigns weren't being measured
- Local market was saturated, most customers lived within a few miles
- Website was not compatible with mobile devices and lacked Calls to Action
- No accurate reporting of web traffic existed
- Management wasn't able to respond to online customer reviews and was unaware of missed sales opportunities through Social channels

Our Solution

- Built a responsive website optimized for mobile devices
- Optimized site content and CTA's to increase conversions
- Verified website to search engines
- Created, claimed and verified social media pages and relevant directories
- Created and Optimized Pay-Per-Click Campaigns
- Added relevant, new content to the website
- Managed social pages and ongoing campaigns
- Added search terms related to their business to achieve optimal organic rankings
- Achieved statewide "online dominance" and rankings for heavily-searched (but locally under-served) product line
- Marketed weekly and seasonal promotional offers; created offers to increase Google reviews and social accounts followers
- Added pop-up to collect emails for marketing campaigns and retargeting
- Optimized SEO and PPC campaigns to increase reach, target audiences, customer upsells and retention

In Their Words



First Draft Marketing designed and manages our website and we could not be happier with the results. The staff is very responsive to any and all requests, and is very professional and easy to work with.

We are very pleased with how we are ranked #1 for related keywords on Google, and we have seen a huge jump in website traffic, phone calls, and new customers.

We have dramatically grown in range memberships in the past year. We have also become a "Destination" store... more customers are traveling further distances to come to the range or make purchases.

We want to thank Katie & the entire First Draft Marketing team for all their hard work and dedication that they have put into helping our business successfully grow.

Measured Results

16x ROI  \$25,000 of retainer fees resulted in \$400,000 of revenue

189% Traffic Increase on Google 



New, responsive website optimized for conversion



SEO + Social Media Management



Pay-per-click including Facebook ads and Retargeting



Online Reputation Management

 **Contact us today for your free evaluation.**
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