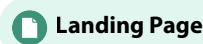


CASE STUDY

Swimming Pool Installation Company

Our goal was to establish our client's market presence, build credibility, and generate a steady stream of leads in time for the upcoming pool season.

Services Provided:



PROJECT

Overview

This Toronto-based swimming pool installation company was entering the market with no existing brand presence or customer base. They needed a digital strategy that would establish credibility quickly, generate awareness, and capture new leads in a competitive seasonal industry.



THE CHALLENGE

What were the problems

01 Lack Of Brand Identity

The client was starting fresh after departing their former pool company but lacked a domain, logo, and branded assets. Without these essentials, they had no foundation to establish their new identity or compete effectively in the market.

02 No Customer Base

After splitting from their former pool company, the client was left without an established customer base. Starting under a new brand meant they needed to generate awareness and build trust from the ground up to create a foundation for future growth.

03 Limited Time To Generate Leads

The client came to us shortly before the swimming pool installation season began, which left us with little time to establish the company, execute the necessary tasks, and begin generating leads.

THE SOLUTION

What We Proposed

Web Design, PPC, Landing Page, CRO & Web Maintenance

- ✔ Create a logo, set up branded email, and purchase a domain.
- ✔ Design and develop the website to establish the new look & feel.
- ✔ Build new landing pages that reflect the brand to drive PPC traffic.
- ✔ Launch a PPC campaign to assist with lead generation.



KEY METRICS

What we were able to achieve

500+

Leads
Generated

17%

PPC Conversion
Rate

27x

Return On
Ad Spend

\$625K

Potential
Business

THE RESULTS

The campaign delivered an exceptional 27x return on ad spend (ROAS), proving the effectiveness of the strategy. Over the eight-month pool installation season, we generated more than 500 leads through phone calls and form submissions, representing a potential \$625,000 in business. With a 17% conversion rate and a cost per lead of just \$44, the PPC campaign provided measurable impact and a clear path for future growth.



FUTURE PLANS

We will continue driving lead generation through paid advertising, ensuring the budget is used where it delivers the strongest results. Alongside campaign management, we oversee the client's website as dedicated webmasters, handling hosting, domain renewals, and ongoing maintenance. We also provide support for print materials, keeping their brand consistent across both digital and offline channels.

Contact us!

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