



ABBOTTS GROWTH CASE STUDY

ABBOTTS INVESTS IN DIGITAL MARKETING WITH CITADEL, SEES TRIPLE-DIGIT REVENUE GROWTH OVER THE NEXT YEAR

A PICTURE OF HEALTH

There are a million clamoring voices in the marketing industry, all claiming to know the secret to growing a strong, healthy business. We believe that understanding how to grow a healthy business starts with knowing a healthy business when you see it.

Abbotts Fire and Flood Restoration is a thriving business, dominant in highly competitive digital marketing space, with revenue flooding in through digital channels. This case study illustrates the marketing planning, execution and growth of a revenue powerhouse.

IN THE BEGINNING

Abbotts was founded in spring of 2013 by Jack and Trevor Martin and Travis Chancey, all third-generation disaster restoration experts. Jack, Trevor and Travis know how to get the job done when it comes to recovering from any kind of disaster, from fire to flood. But they knew they needed help finding customers. And they knew they needed to market their fledgling company on the Internet. By the end of 2013, they were looking to hire someone to help.

In early 2014, they hired Citadel Digital for digital marketing strategic planning, web development, SEO and pay-per-click management. Their initial revenue growth budget with Citadel as under \$5,000. Then things started to happen fast.

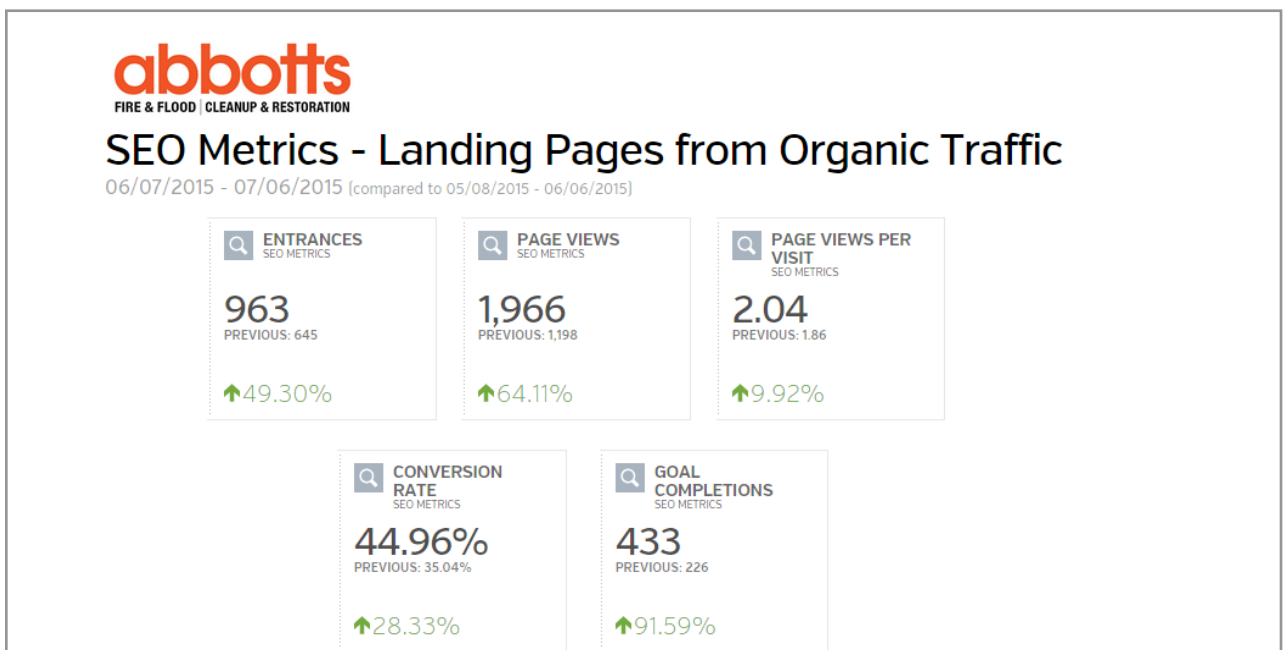


SNAPSHOT: TODAY

June 2015 was a good month for Abbotts. The company set its all-time revenue record to date (total is proprietary, but their May revenue represented a return of about 600% on the company’s revenue growth investment; not a mis-print: 600%). When harsh winter weather and its revenue-generating broken pipes and flooded basements gave way to even more damaging spring and summer storms, Abbotts was positioned to secure literally more market share than the company had capacity to service. A very fine problem to have..

SEARCH SPACE DOMINANCE = MARKET SHARE DOMINANCE

Search the terms “water damage repair” or “flood damage repair” in the Denver area, and you will see Abbotts. If you don’t see them in one of the top ad slots, their Google AdWords water and flood damage campaigns are suspended ... because they are operating at full capacity on their most profitable jobs. The company will still appear high in the organic search rankings. You can’t turn off the sun, the oceans’ tides or Abbotts high-performance website. This is not an accident or simple luck but, rather, the result of a carefully planned and executed integrated digital revenue growth campaign that harnesses powerful messaging, design, technical SEO, content marketing, social media brand management, email marketing, collateral materials production and more ... all toward a simple purpose: Revenue. Profit. Growth.





At a glance, you quickly notice that nearly 1,000 potential customers landed on the site from organic searches, alone. These were people who had searched terms such as “hire water damage repair” or “flood damage cleanup companies.” Motivated buyers. They spent some quality time on the site (more than two pages per visit), which delivers extensive informative value, is responsive, easy to navigate and professionally designed. And nearly half of them completed the action we aimed for: They called Abbotts.

THE MONEY

In the month of May, 433 people called Abbotts after clicking on organic search results and visiting the company’s high-performance website. Disaster is expensive. Even a relatively small broken pipe that leaks a few inches of water into your basement can cost \$1,000 or more to cleanup and repair. Experts estimate average residential water damage restoration costs to run between \$1,000 and \$2,700, while often exceeding \$3,000. Estimates put the costs of commercial water damage restoration at more than \$1,000 per 100 square feet. So commercial disaster jobs often run to six figures or more.

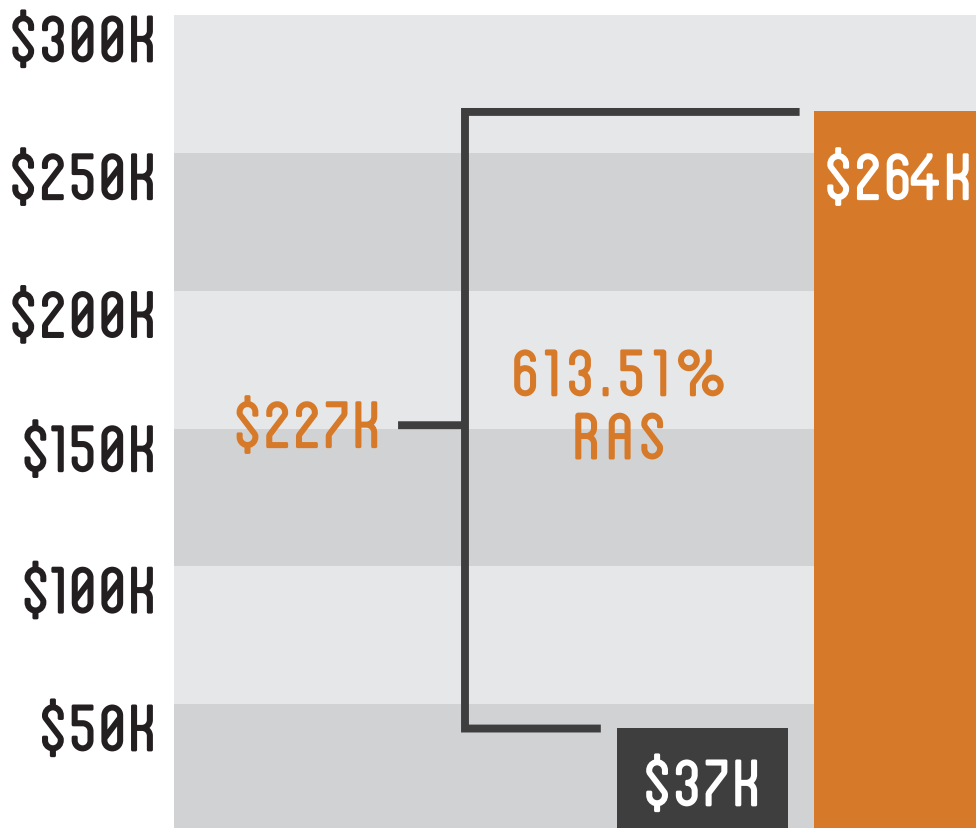
For the purpose of exploring the revenue possibilities, let’s say the average job creates \$1,000 in revenue (this is actually extremely conservative). If we say that just 10% of these well qualified leads who have read an average of more than two pages of Abbotts messaging become disaster restoration jobs (also conservative), that means that Abbotts’ organic, unpaid search marketing yielded more than \$43,000 in revenue. The truth is, we know it was a lot more than that (again, proprietary Abbotts info). Revenue from Abbott’s organic search results traffic paid for advertising expenses in May and delivered a stratospheric return on their digital marketing investment with Citadel. And this is just one side of the Citadel Digital revenue growth equation.



CERTIFIED GOOGLE PARTNER PAY-PER-CLICK ACCOUNT MANAGEMENT

The return on Abbotts May revenue growth investment in Google AdWords pay-per-click advertising is just as lucrative and impressive as their organic return. While the exact figures remain proprietary, the approximate figures we're presenting are of the same scale and proportional relationship as Abbotts' actual revenue and ad spend figures for the month.

Abbotts' May Google AdWords investment totalled about \$37,000. The company tracked sales that resulted directly from pay-per-click advertising at about \$264,000. This represents a return on Abbotts' AdWords spend of 613.51%.



ABBOTTS' MAY RETURN ON AD SPEND



SUMMARY: AS ABBOTTS HAS INCREASED THEIR INVESTMENT WITH CITADEL, THEIR RETURN ON THAT INVESTMENT HAS GROWN EXPONENTIALLY

In May 2015, Abbotts Fire and Flood Restoration invested about \$50,000 with Citadel Digital, resulting in revenue approaching seven figures. Put another way, the company has exceeded 2014 total revenue in the first half of 2015, and is still going strong.

The lion's share of this light-speed revenue growth is demonstrably the direct result of the company's investment with Citadel. Abbotts has come a long way from the new-named disaster company with a brand new website and a \$5,000 digital revenue growth investment budget. Citadel Digital has brought them the whole way, and will take Denver's #1 disaster restoration company to even greater heights in the future.

Where do you want your company to go?