

# +150% CONVERSIONS IN 4 YEARS

## The Web Guys Case Study

### THE COMPANY

Lawn Plus was started in 2005 by Rodney Creech in West Alexandria, Ohio. Rodney grew up on a family farm and earned a Bachelor of Science in Agronomy. Rodney's career began in caring for lawns of a few family and friends with a focus on high-quality products. Under his application protocols, he watched the yards under his care go from mediocre to excellent with fewer applications and less cost than competitors. By 2011, Lawn Plus had four employees and annual revenues of \$443,210, and by 2020, the company had grown to 35 employees and \$3.3 million in annual revenues.



8-YEAR CHANGE IN YEARLY REVENUE FROM  
BEFORE THE WEB GUYS UNTIL NOW

**\$443K → \$3.3M**

*"The Web Guys are professional, practical, and sensible in their approach. They make marketing strategies and digital advertising easy to understand. Together we have a team approach to our marketing, and the synergy is key to our success. Like they said they would, they create results for our business. We are getting great value for what we are investing in."*

*Bob Brower, GM, Lawn Plus*



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### THE NEED

In the beginning, Lawn Plus had a five-year-old website that was very simple, with no specific marketing strategy to drive traffic by increasing website visitors and prospective client leads. **The company wanted a well branded, relevant site that spoke to customers in a way they can relate.** The new website needed to support other marketing strategies Lawn Plus planned to launch like radio, television, trade shows, and events. As a result, Rodney planned to find the right website and digital marketing agency for his business.

### THE SOLUTION

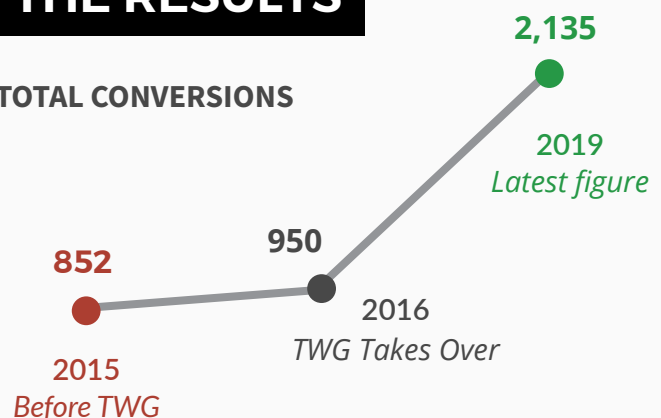
A friend of Rodney owned a lawn service company in Carmel, Indiana that was experiencing significant marketing and sales success from its partnership with The Web Guys. Rodney was referred to The Web Guys for the development of a new site and marketing services.

**The Web Guys had a planned process** for web development that included a kickoff meeting to gather the critical company information needed to start the project, set dates for regular discussion and progress updates, and gave the Lawn Plus team the opportunity for feedback along the way.

See Page 2 for Full Solution ➡

### THE RESULTS

#### TOTAL CONVERSIONS



See Page 2 for Full Results ➡

## SOLUTION *(continued)*

During the website development process, The Web Guys explained what is essential for the website to be found by searchers in Google and other search engines. This included suggestions for keywords to aid organic search, and several recommendations for website enhancements that would increase new customer traffic, strengthen the brand, enhance customer service, and increase operational efficiencies.

Key website additions were requests for quotes/estimates, a secured bill pay system through a Customer Login, Customer Reviews, and the opportunity for candidates to apply for jobs. Alongside the launch of a new website, marketing strategies like search engine optimization, regular blog writing, pay-per-click



advertising, and social media campaigns were set up to drive organic and paid search traffic to the new site. Monthly reports, including the pertinent analytics, were made available for Lawn Plus management to review the activity and results of the entire strategy.

## RESULTS *(continued)*

**Digital marketing is the top-ranked lead source in the company above other traditional marketing channels, including referrals.**

There are currently over a dozen marketing channels used by Lawn Plus to generate sales leads. All the current marketing strategies drive prospective customers to the site and successfully convert visitors to leads allowing the website to be viewed as a sales closing tool. Adding the ability to take customer payments, requests for quotes, and employment applications online has saved time and labor costs thus decreasing operating expenses.

The result of high return-on-investment sales and marketing strategies combined with operational cost efficiencies has allowed Lawn Plus to consistently grow its business in a profitable way.

- 2015 - Before TWG
- 2016 - TWG Takes Over
- 2019 - Latest Figure

