

Alpine Ductless Case Study: 2020-2021

# Finding the Right Clients

*From High Quantity to High Quality*

## Meet Alpine Ductless



*Alpine Ductless is a ductless heating and cooling expert in northwest Washington state, owned by Cory and Janette Eckert. They install and service ductless mini-splits and bring comfortable living and sustainability to every home and business they encounter.*

*After ten years in business, they've helped over 3,500 customers save money on their monthly utility bills. They continue to focus on providing the best in ductless heating and cooling while also doing their part to save the environment.*

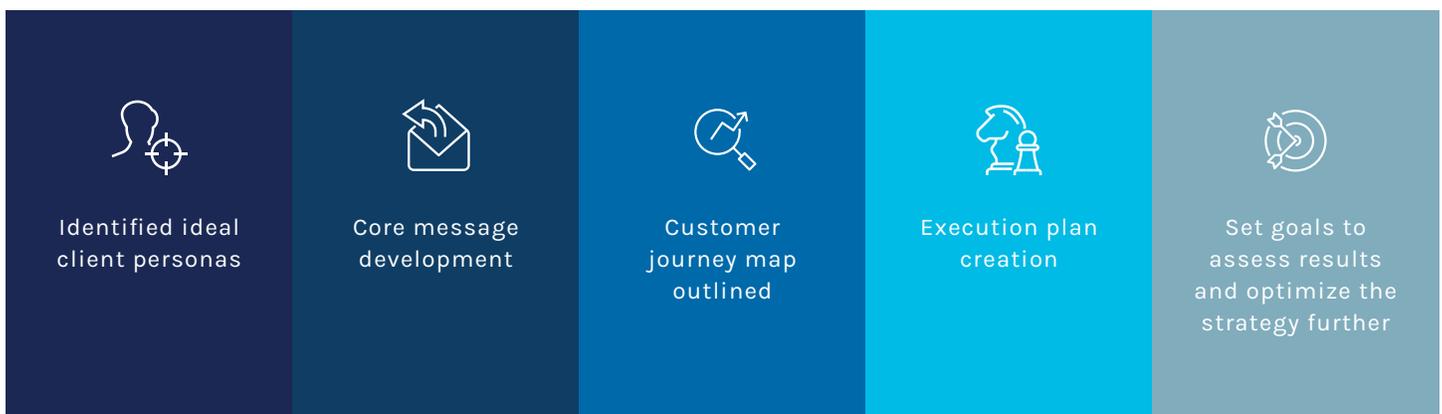
## Challenge

After being in business for years, Alpine Ductless had grown its ductless heating and cooling business well. They were consistently receiving a high number of leads and were staying busy processing the requests and proposals. However, they were noticing that of the leads received, a lot were artificial or had low sales dollars.

## Approach

Duct Tape Marketing helped Alpine Ductless identify and pursue their ideal client personas - ones who had higher sales dollars and who were likely to provide referrals or bring repeat business.

## Strategy:



## Implementation:

- Complete website re-build on WordPress
- Full content program including blog posts and page updates
- Hub Page built for key services
- Off page and on page SEO
- Management of email marketing including campaigns and newsletters
- Social media management
- Google ad management
- Google Business optimization
- Reputation management
- Key metric tracking based on goals
- Quarterly strategic planning

In addition, Alpine Ductless decided to stop attending trade shows or pursuing utility grants, which both provided low-quality leads. The transition to a more targeted marketing approach led to an increase in the quality of leads. In late 2021, Alpine Ductless also made the decision to stop paid advertising based on their success with organic leads.

## Results

From 2020-2021, Alpine Ductless saw the following results:

- 🕒 **Sales grew by 107%**
- 🕒 **Sales dollars per order grew by 38%**
- 🕒 **Web traffic grew by 61%**
- 🕒 **SEO traffic grew 56%**
- 🕒 **Goal completions grew 192%**
- 🕒 **Google Business views grew 245%**
- 🕒 **Calls grew 100%**

## Solution

All of Alpine Ductless' leads are now coming from the website, referrals, and direct mail. By focusing on ideal client audiences and pursuing and attracting them through targeted channels, Alpine Ductless is now seeing *better quality leads and higher sales dollars.*

## Testimonial

The team at Duct Tape Marketing has always been attentive to our needs and responds quickly to any concerns that we've had. Our web traffic has improved significantly since we started using their services. Every team member that we've encountered has been friendly, kind, knowledgeable, and truly vested in our success. Everything from initial consultation, ongoing consultation, and account management has been easy and straightforward.”

- Janette Eckert, Alpine Ductless

## About Duct Tape Marketing

Duct Tape Marketing is founded on the simple belief that marketing is the most important small business system. And we just so happen to believe that small business owners are the true heroes of business, so we've made it our mission to build, train, support, and teach small business marketing strategies and tactics to as many of these heroes as possible. Learn more about us at [ducttapemarketing.com](https://ducttapemarketing.com).