

Lone Star Turf Case Study

How a Premium Texas Turf Installer Rebuilt Its Organic Engine and Grew Its Pipeline 65% in One Year

Meet Lone Star Turf



Lone Star Turf is a premium artificial turf installation company serving the Austin and San Antonio markets. Founded in 2017, the family-owned business has built

its reputation on craftsmanship and a customer-first warranty culture in an industry where overpromising is the norm. Owner Patrick Walthall runs the company on a simple principle: do what you say you're going to do, and tell the truth even when it costs you the job.

Challenge

By early 2025, Lone Star Turf had real demand, but its marketing wasn't functioning as one connected system:



- Organic search had fallen off sharply after years of solid performance. Patrick described watching it "go down and down and down" as "terrifying" for a business trying to reduce its reliance on paid.
- An earlier social media push generated volume without quality: "We were getting like three, four hundred leads a month and 95% of them were trash."
- SEO, web, and paid media were managed separately, making conversion tracking difficult and leaving no single view of what was working.
- Local Service Ads and Google Ads were nearly maxed out, leaving the business without a durable organic foundation underneath.

Approach

Lone Star Turf engaged Duct Tape Marketing in April 2025, looking to build a connected marketing system that could carry the business's growth without leaning entirely on paid acquisition.

+57%

LEADS

3,770 to 5,927

\$25.8M

QUOTE PIPELINE VALUE

Up 65%

+110%

WEBSITE SESSIONS

+820%

PAID SEARCH CONVERSIONS

+287%

ORGANIC SEARCH IMPRESSIONS

758K total

5.0/5.0

GOOGLE REVIEW AVERAGE

132 Google reviews

Implementation:

- Strategy First™ foundational work: defined ideal client profile and buying triggers, clarified core messaging around radical transparency, completed a full online presence audit, mapped the customer journey across the Marketing Hourglass
- SEO and content rebuild prioritizing decaying and competing pages over publishing volume
- Paid search optimization and restored conversion tracking
- YouTube and social content system built to support the Know and Trust stages of the journey
- Integration of strategy, messaging, channels, and reporting into one connected operating system

Results

From April 2025 through May 2026, compared to the prior period, Lone Star Turf saw growth across every major channel:

- ✓ Leads grew 57% (3,770 to 5,927)
- ✓ Quote pipeline value grew 65% (\$15.7M to \$25.8M in quotes sent)
- ✓ Website sessions more than doubled (+110%), with paid conversions up 820%
- ✓ Organic search impressions reached 758K, up 287% year over year
- ✓ YouTube views grew 1,033% and Instagram reach grew 1,671%
- ✓ Reputation stayed elite: 132 reviews at a 5.0 average rating

Solution

The channel that was "terrifying" to watch a year earlier became one of the company's strongest growth stories. Lone Star Turf came into this engagement with strong fundamentals — reputation, demand, an owner who does right by his customers — but a marketing operation pulling in different directions. Strategy First™ and a connected system turned that fragmented activity into measurable growth: more leads, a far larger pipeline, and a rebuilt organic engine the company now owns. The business is no longer dependent on a single paid channel to survive.

About Duct Tape Marketing

+20%

YEARS IN BUSINESS

1000+

SMALL BUSINESS SERVED

Top-Rated

SMB MARKETING SYSTEM

Duct Tape Marketing is built on one belief: marketing is the most important system in any small business. We've spent 20+ years developing a proven system that generates consistent leads, builds real brand authority, and delivers measurable growth for businesses just like yours.



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