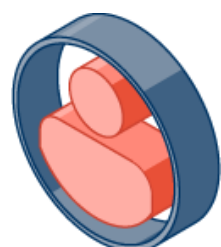


How TerraFirma Foundation Systems Increased Leads by almost 170%

KEY METRICS



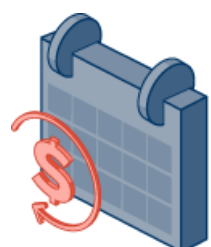
169%

Increase in Leads



72%

Decline in Costs Per Lead



46%

Conversion Rate

Stabilizing Marketing Strategy

Reaching new customers online is challenging for any business, especially when dealing with homeowners in crisis. However, with the right digital marketing strategy, companies can connect with their audience in meaningful ways, building trust and supporting long-term growth.

Here's how LP helped TerraFirma Foundation Systems (TFS) develop a marketing strategy that significantly grew inbound leads. These lessons provide a solid foundation for other contractors looking to increase phone calls and form fills.

ABOUT TERRAFIRMA

[TerraFirma Foundation Systems](#) is a foundation repair and basement waterproofing company serving Oregon and Washington since 2005. Specializing in structural integrity, moisture removal, concrete leveling, and earthquake retrofitting, TFS is trusted to keep homes and buildings in the Pacific Northwest safe, dry, and stable. With award-winning service and industry-leading techniques, they restore residential and commercial structures from the ground up. TFS prides itself on giving property owners peace of mind.

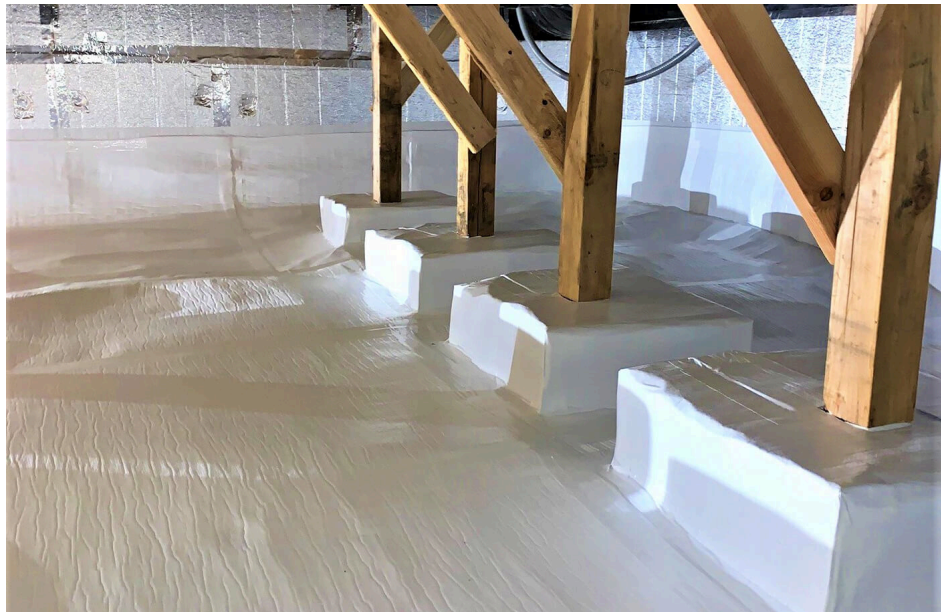


Before becoming the Marketing Manager for TerraFirma, I sold media for over 15 years and consistently lost digital business to LP. When I started at TFS, I realized the vendor we were using for SEM was falling short. Knowing LP had a great reputation, we decided to take a leap of faith and switch SEM partners. After rebuilding our strategy from the ground up, the results have been very impressive. Our Account Manager, Matthew, has been fantastic—responsive and a key partner for TFS. I've recommended LP to several friends and colleagues and will continue to do so.

— Geena Martin, Marketing Manager, TerraFirma Foundation Systems

Laying the Groundwork

Before partnering with LP, TFS worked with another agency that struggled to deliver consistent results and scale quickly enough to meet their growth objectives. Recognizing untapped opportunities in the digital marketing landscape, TFS was introduced to LP through a mutual business contact, leading to their first meeting. LP started with an account performance review to assess TFS's current strategy and identify areas for improvement.

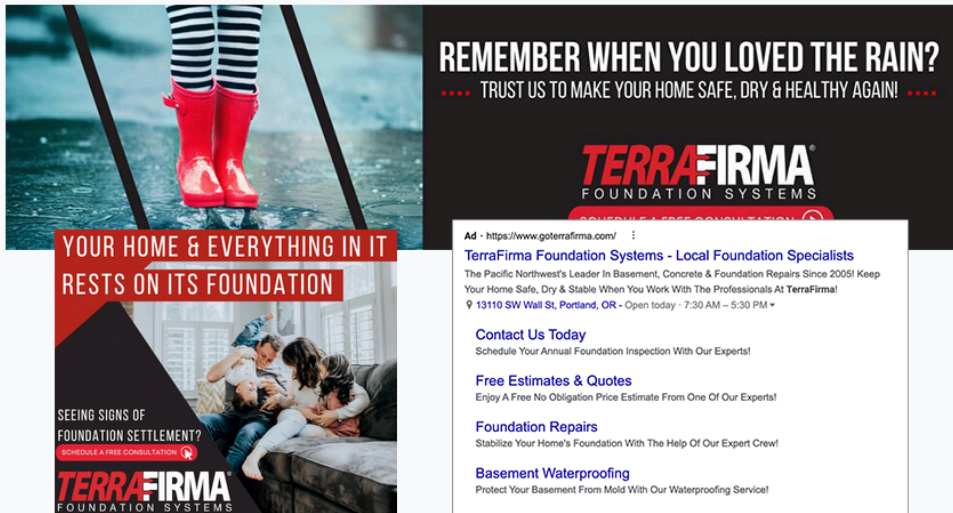


Goals to Achieve

- ☒ Achieve a cost per acquisition (CPA) under \$100
- ☒ Expand audience reach
- ☒ Establish effective attribution tracking

OUR STRATEGY

To begin, LP implemented a single keyword ad group (SKAG) strategy to gain more granular insights into account performance. By identifying which keywords worked best for specific audiences and timing, the team could improve ad relevance, increase [click-through rates](#), and ultimately lower costs. This approach also allowed LP to deliver ads tailored to seasonal needs, such as promoting waterproofing services in the fall and winter, and concrete repair in the spring and summer. Additionally, ads targeted geographic locations where TFS had sales personnel ready to engage with potential clients, aligning ad campaigns with other outreach efforts to drive more sales.



As a [lead generation business](#), TFS required effective sales attribution to build a winning campaign. LP integrated [CallRail](#) to track the entire customer journey—from prospect to lead to conversion—capturing inbound phone call data to better inform campaigns. This improved audience targeting, ad relevance, and overall campaign effectiveness. Accurate sales attribution was vital in executing a full-funnel strategy that delivered optimal outcomes.

RESULTS

Since partnering with LP, TFS has exceeded all key performance indicators (KPIs) and revenue goals. Comparing year-over-year data from October 2021 to October 2022, the account achieved the following results:



Leads increased by 169%



Cost per acquisition decreased by 72%



Ad impressions increased by 70%



The conversion rate improved by more than 46%

Due to this sustained growth, TFS was able to hire additional staff to meet rising demand and expand their services to include concrete flatwork, widening their potential customer base.

LP helped TFS strengthen their foundation and build on the progress they had already made, driving meaningful and sustained business growth. Contact us today to learn how our team can help your solidify your internet presence.

[Learn More](#)

Ready to Find Out What Makes Us Different?

[GET STARTED NOW](#)



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