

# ARKLATEX

## BLINDS AND SHUTTERS

### Overview

#### COMPANY

ArkLaTex Blinds and Shutters is a family-owned and operated company that has been in business for 12 years. Their target customers are homeowners and businesses looking for custom window covering solutions.

#### CHALLENGES

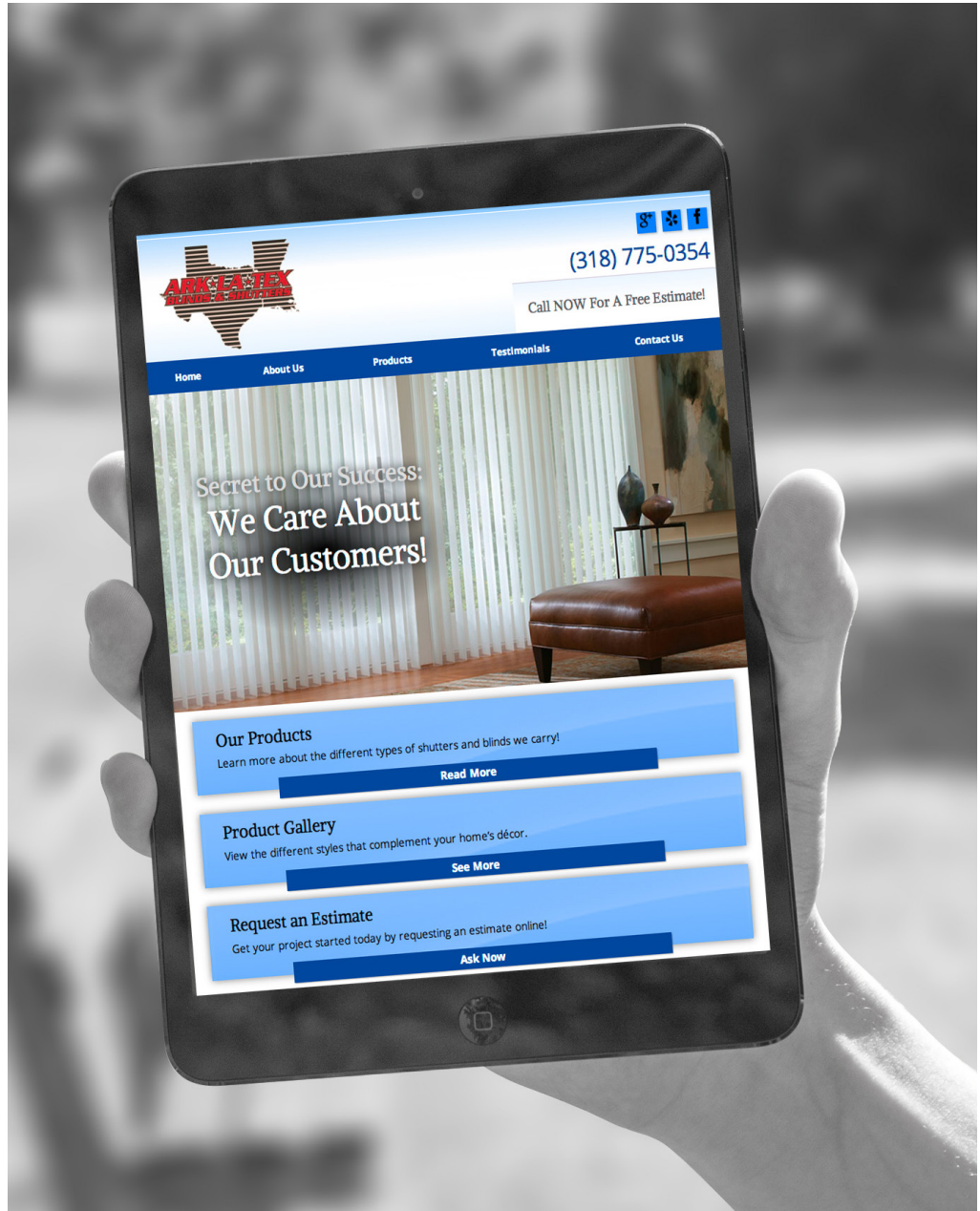
ArkLaTex not only needed a new website that reected their high-end products and service, but they also needed it to help them show up organically in search results. In addition, they needed an automated way to follow up with the visitors they were already getting from their ReachSearch search engine advertising campaigns.

#### SOLUTIONS

ArkLaTex implemented ReachEdge™, an automated marketing system that provides a smart website with built-in lead management software. This complete solution delivers a beautifully designed website plus the technology they need to track, categorize, and stay in front of potential clients.

#### RESULTS

- Doubled website visits and leads in one month
- Increased website visits by 93%
- Grew leads 116%



“As a business owner on the go, it can be a daunting task to stay on top of incoming leads. ReachEdge has changed the way we manage our leads and provided us with a way to ensure we are not missing opportunities.”

Chase Lockwood, Owner

## ArkLaTex Blinds and Shutters Gets More Functionality, Leads with ReachEdge™

A satisfied ReachSearch™ client since 2009, ArkLaTex was eager for a solution to help them turn their advertising leads into clients. Plus, they wanted to improve the visibility of their key products and services by updating their current website. This only strengthened their need for an integrated solution that would help them drive more leads from interested prospects as well as help them convert their leads into new clients.

### CHALLENGES

ArkLaTex's website was not effectively showcasing the high-end products and services they offer or helping them drive leads from their website traffic. However, their site was difficult to update and relied on an experienced webmaster to bring it up to today's visual and functional standards. In addition to their website needs, ArkLaTex did not have any way to review and follow up with the leads they were already getting from their ReachSearch advertising.

### SOLUTIONS

With ReachEdge, ArkLaTex got an entire marketing system that fulfilled all of their needs and more. First, they got a professionally designed, mobile-friendly, and conversion-optimized website that helps them capture more leads from their website visitors. This website now effectively features their top products and services in both imagery and content, helping more prospects find them in search engines and engage with their site. Plus, the lead management functionality built into ReachEdge enables ArkLaTex to follow up with the leads they get from ReachSearch automatically, so those leads don't slip through the cracks and instead turn into valuable clients.

*"I have only been running with ReachEdge for a couple of months, but find the drip marketing aspect to be a huge benefit. It allows me to stay in front of my existing customers during our off-season and stay top-of-mind with potential customers during their consideration phase of the buying cycle," said Chase Lockwood, owner of ArkLaTex.*

### RESULTS

Right away, ArkLaTex saw results from their ReachEdge website. In just one month, their new, mobile-optimized website helped them increase site visits by 93%. In addition, new contacts (like calls, emails, and form submissions) from their organic and search advertising traffic grew 116% in the same 30-day period.

The ReachEdge marketing system also provided additional benefits beyond leads that are helping ArkLaTex get even more out of its marketing efforts. The mobile notifications let them know when they get a new lead and the app provides one centralized place to access, review, and follow up with leads while they're on the go. And, the lead nurturing component of ReachEdge, which sends automated emails to leads in the system, has been instrumental in helping them close more business.

Plus, with the mobile and Web reporting in ReachEdge, ArkLaTex is now able to track their leads from both their ReachSearch advertising campaigns and their other marketing efforts. They now get clear reports that show true ROI like calls, visits, leads, and customers, which means they're now a lot smarter about their marketing.

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