

DIGITAL MARKETING CASE STUDY



Landscape Supply Company

Scaling e-commerce for the Mid-Atlantic's largest mulch, stone & topsoil supplier



White Label Agency

Client Overview

The largest mulch, stone, and topsoil supplier in the Mid-Atlantic region partnered with our team to fundamentally transform their online revenue engine. Previously reliant on phone-based ordering, the client needed a comprehensive digital overhaul to capture growing online demand from both residential homeowners and commercial landscaping contractors.

The Challenge

When we conducted our initial audit, the picture was clear: a high-performing offline business was leaving significant revenue on the table online. Key diagnostic findings included:

- High bounce rates indicating poor website user experience and weak messaging
- Minimal keyword rankings — the site was essentially invisible in organic search
- A thin backlink profile limiting domain authority and search credibility
- Underperforming Google PPC campaigns with excessive wasted spend on non-converting keywords
- Limited social media presence reducing brand awareness among target audiences



Our Strategy

We developed a three-pillar digital strategy focused on conversion optimization, traffic acquisition, and campaign efficiency:

Challenges & Strategy

- Website messaging was generic with no benefit-oriented copy
- Calls-to-action were weak and poorly placed
- Phone orders consumed 6–15 minutes of staff time each
- PPC campaigns bleeding budget on irrelevant search terms
- No e-commerce shipping calculation capability
- Organic search presence near zero for target keywords

Results & Outcomes

- Rewrote copy with customer-benefit messaging and improved CTAs
- Strategic CTA placement drove measurable lift in conversions
- Online ordering dramatically reduced inbound call volume
- Aggressive keyword negation and bid restructuring improved ROAS
- Custom shipping module built and deployed on the website
- SEO campaigns drove a 618% increase in organic traffic



Key Results

+300% Online Sales Increase	+773% Increase in Site Visits	+896% Page-view Growth	+618% Organic Traffic Growth
+200% PPC Impressions & Clicks	+112% Conversion Rate Growth	~3% Average Click- Through Rate	72,847+ Items Sold Online (Cumulative)

“Our team has guided this client through both a national recession and the COVID-19 pandemic. At each inflection point, the owner has credited our digital marketing efforts with helping the business not just survive – but grow.”

— Harry Brooks, CMO

Year-over-year sales continue to climb as our campaigns mature and accumulate richer data, allowing us to make increasingly precise strategic spending decisions that compound returns over time.

