

Schloegel Design Remodel Case Study: 2020-2021

Employer Branding as the Key Marketing Message

Meet Schloegel Design Remodel



Schloegel Design Remodel is a high-end residential remodeling company based in Kansas City, Mo. They have served the community for over 40 years and are currently in the second generation of ownership. They hold a leadership position in the market and are also seen as innovators and leaders in the remodeling industry.

Challenge

The remodeling industry, like many industries, can be a price-sensitive, commodity-driven purchase. Standing out and above the competition takes developing and communicating a true brand promise you can deliver on.

Approach

Schloegel approached Duct Tape Marketing in 2004 with the hope of creating a clear point of differentiation.

Strategy:



Identified ideal client personas



Core message development



Customer journey map outlined



Execution plan creation



Set goals to assess results and optimize the strategy further

Implementation:

- Complete website re-build on WordPress
- Full content program including blog posts and page updates
- Hub pages for key services
- Off-page and on-page SEO
- Management of email marketing including campaigns and newsletters
- Social media management
- Direct mail campaigns
- Google ad, Facebook, and YouTube management
- Radio, print, and outdoor advertising
- Public and media relations
- Google Business optimization

- Reputation management
- Key metric tracking based on goals
- Quarterly and annual strategic planning

Over the course of the multi-year engagement with Duct Tape Marketing Schloegel has grown from under \$2 million in revenue to over \$20 million.

Results

From 2020-2021, Schloegel saw the following results:

- ✔ Sales grew by 27% (double-digit growth for the last 10 years)
- ✔ Profit grew by 12% (even with current supply issues)
- ✔ Web traffic grew by 21% (organic traffic by 54%)
- ✔ #1 Ranking SEO terms doubled
- ✔ Google Business reviews grew 15% (The highest-rated contractor in their area)
- ✔ Calls and requests from the website grew by 27%
- ✔ Candidate leads grew by 324%

Solution

The bulk of Schoegel's leads now come from organic inbound calls and referrals. While other remodeling firms are struggling to meet demand due to a shortage of qualified skilled workers, Schloegel has seen its growth continue in double digits every year due to a strong presence and consistent brand message.

"Our visibility skyrocketed almost immediately when we engaged Spark Lab Consulting to help with our online presence. We now have a clear picture and roadmap for the future and our business is booming. If you want to grow your business big-time, Spark Lab is your answer."

Jake Schloegel, Schloegel Design Remodel

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.