



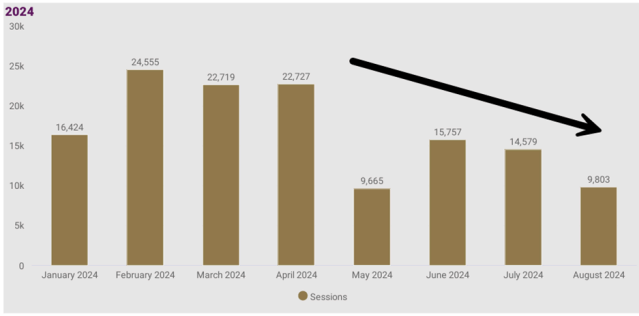
# PAID DIGITAL CASE STUDY

Lodestar Marketing Group significantly increased quality website traffic, engagement and leads while decreasing the CPA for this leading residential and commercial fencing company.

## RESULTS

### WEBSITE SESSIONS

Sessions (Visits) 2024



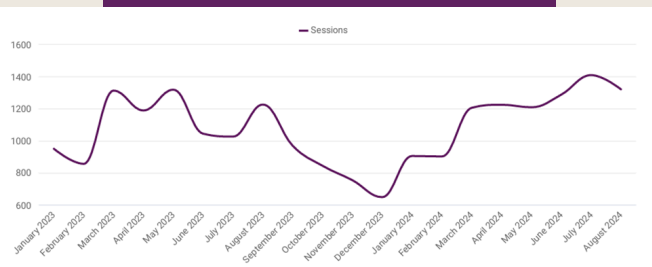
THE COMPANY SAW A SIGNIFICANT DECLINE IN WEBSITE SESSIONS AS THE DIGITAL MARKETING TEAM FOCUSED ON GENERATING HIGHER-QUALITY TRAFFIC WITH THE INTENT TO PURCHASE.

### ENGAGEMENT RATE

Date	Sessions	Engaged sessions	Engagement Rate	New users	Sessions per User	Total users
January 2024	16,424	5,792	35.27%	9,535	1.63	10,989
February 2024	24,555	7,089	28.87%	14,459	1.63	16,236
March 2024	22,719	7,428	32.70%	12,303	1.73	14,664
April 2024	22,727	10,479	46.11%	11,651	1.76	14,195
May 2024	9,665	8,568	88.65%	7,473	1.19	8,222
June 2024	15,757	14,352	91.08%	1,133	1.13	13,969
July 2024	14,579	13,132	90.07%	12,257	1.16	12,653
August 2024	9,803	8,943	91.23%	8,629	1.11	8,883

ENGAGEMENT RATES INCREASED FROM 30-40% TO OVER 90% WITH THE NEW STRATEGY.

### ORGANIC SEARCH TRAFFIC



IN 2023, ORGANIC TRAFFIC WAS ON A STEEP DECLINE, AND WITH THE NEW STRATEGY, ORGANIC TRAFFIC INCREASED SIGNIFICANTLY IN 2024 TO ITS HIGHEST LEVELS.

## INTRODUCTION

This residential and commercial fencing company was generating a lot of traffic to its website but did not see strong engagement or conversion rates. With a new initiative to expand into new markets, the fencing company wanted a digital marketing partner with deep experience to help them improve existing campaigns and grow and dominate in the new geographies.

## SOLUTION

Lodestar Marketing Group started by ensuring the company had accurate tracking from click to lead. They also developed a digital marketing strategy to generate quality website traffic over quantity. They created a test plan to iterate quickly to generate the needed results. The campaigns included paid search, performance max, paid social, Google local service ads, and video campaigns.

Within the first month, the company saw a decline in website traffic but a significant increase in quality traffic, engagement, and leads.

## CONCLUSION

Lodestar Marketing Group was able to move quickly to help this local fencing company impact its business within the first month. By ensuring accurate tracking and tapping into their experience of best practices, they were able to make a significant contribution to the success of this company.



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

**SARAH SCHWITTERS**

Lodestar Marketing Group