



CLIENT:

ALFRESCO

Deksia helped improve Alfresco's quote requests by over 600%, and almost doubled their number of web visitors in just 5 years.

Alfresco is a company that provides premium landscaping design to affluent clients in West Michigan. They came to Deksia in 2015 looking to grow their business and expand their reach.

ALFRESCO — THE BUSINESS TRANSFORMATION



2015 | 2020
6,262 | **10,544**
WEB VISITORS



2015 | 2020
37 | **273**
QUOTE REQUESTS



2020
608
TOTAL BUSINESS LEADS

2020 MARKETING CHANNEL RESULTS

SEARCH ENGINE OPTIMIZATION:

461 phone calls
134 quote requests

GOOGLE ADS:

239 phone calls
86 quote requests

FACEBOOK ADS:

19 total leads
5 quote requests

TACTICS INCLUDED:

SEARCH ENGINE OPTIMIZATION

Making Alfresco's marketing content easier to find on Google

PAID SEARCH (GOOGLE) ADS

Paying to show Alfresco ads with related Google search results

FACEBOOK ADS

Paying for audience exposure on Facebook

WEBSITE DEVELOPMENT

Making Alfresco's website content more relevant to all marketing channels

We designed strategies that ensured Alfresco's potential customers saw their messaging where and when it was most effective.

Much of what we did for Alfresco was aimed at growing their digital presence. We wanted their customers to be able to find them online, and recognize Alfresco as their best option.

In order to do this, we analyzed their audience, and determined the content that was most likely to influence their behavior. We positioned that content across a mix of different marketing channels to make it as effective as possible, and help bring in business leads.

Our clients experience continuous growth when they partner with us, because we create marketing strategies that work for the long-term.

We don't just seek to get you ahead, we work tirelessly to keep you there.

Learn more about our process and how it can help you bring in great results for years to come. **Click the button to schedule a free 15-minute consultation call!**

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