



FULL DIGITAL MARKETING

ALLIED FOUNDATION
REPAIR



**Captevrax is a full-service marketing
agency with one specialty:
YOUR SUCCESS!**



<https://www.crackedslab.com>

Allied Foundation Repair has been in business since 1982 and provides foundation repair, house lifting and other services in the Houston, Texas area.

The Problem

Allied Foundation was stuck trying to grow. Their online presence was minimal and the work that had been done for the marketing wasn't completed correctly. There wasn't a clear strategy or direction, but one off approaches for things like SEO.

To grow, Allied needed a clear and defined strategy with goals and targets.

We began with Allied by evaluating what goals the company had, what worked and what didn't. Next, a full audit of the assets was completed so that we could re-allocate when possible to keep the costs down for Allied. Without traffic, there aren't leads and without leads, there isn't any business.



The Process

1

Implemented an in depth content strategy identifying keywords and writing content to rank and increase organic growth.



2

Redesigned website and landing pages to maximize organic and paid conversions for estimates.



The Process (Cont.)

3

Designed, deployed and managed a social media outreach program. This involved building social networks to interacting.

4

Developed, setup and implemented a CRM & Marketing Suite Software solution to align with the Allied Sales team.

5

Created an email marketing strategy that consisted of follow-ups, lead generation, monthly newsletters, and campaigns to stay in front of audiences.

6

Utilized, developed and managed PPC campaigns to supplement lead generation and drive higher lead generation while organic was taking shape.

At a high level, this strategy resulted in tremendous gains in website traffic, leads and ultimately growth in the company.

Performance



1,150% Website Visit Increase

From 1,200 to over 15,000 visits per month



2,268% Contact Increase

From 800 to over 19,000 CRM contacts



650% Estimate Request Increase

From 20 to over 150 monthly estimate requests



Wrote & Published Over
235 Blogs



Email Marketing Average
Open Rate of 39%!



Consistently outranked competitors in SEO,
visibility, and traffic month over month.

Let's Get Started



- ✓ **Plan & Strategize**
- ✓ **Create Unique Content**
- ✓ **Grow Audiences**
- ✓ **Engage Visitors**
- ✓ **Implement AI**

Interested?

Contact us at hello@captevrrix.com or
(850) 788-2307 to get started!