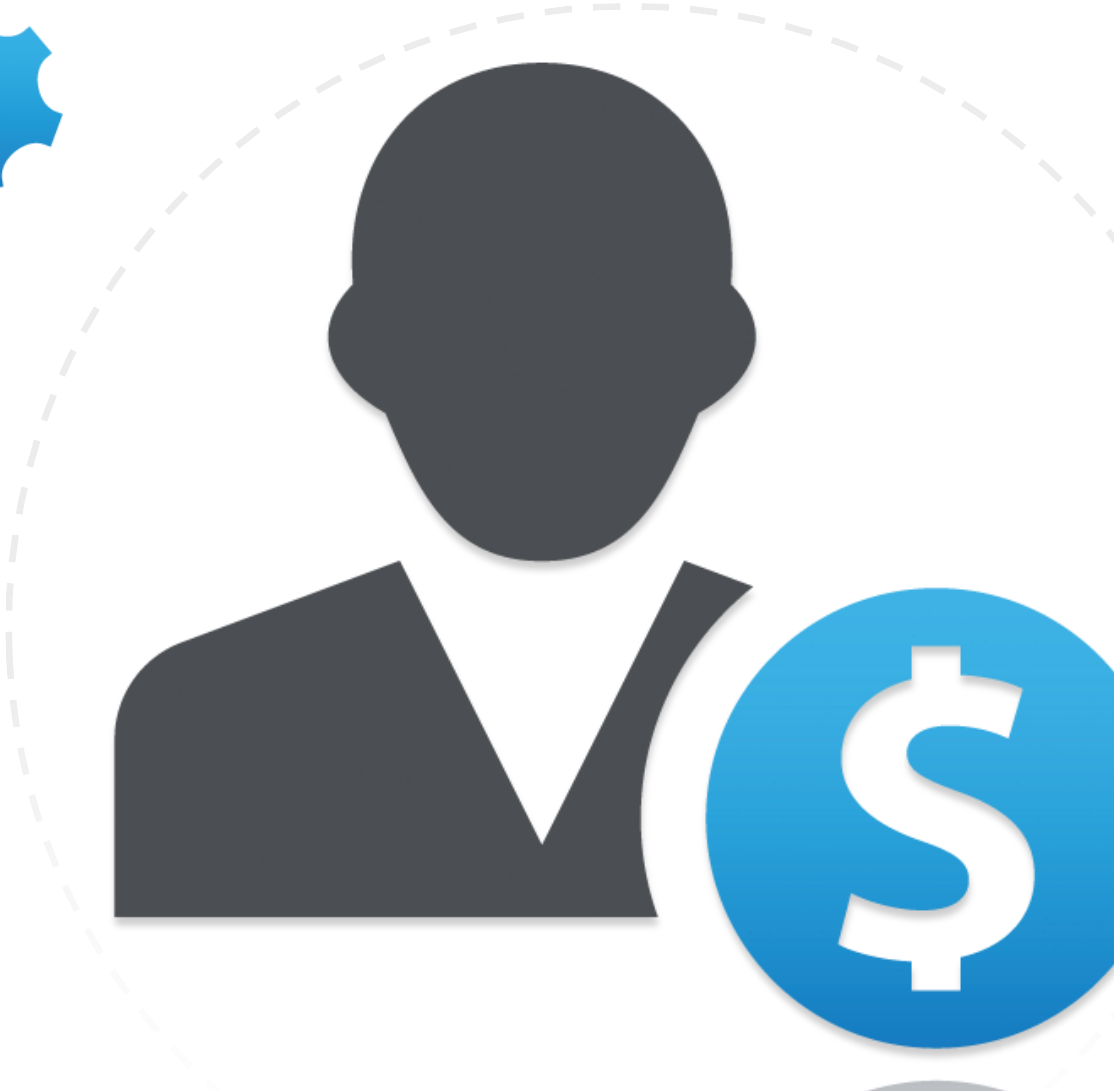


INBOUND MARKETING

CASE STUDY:

INBOUND MARKETING
PROGRAM





JOHN MOORE SERVICES



John Moore has been a trusted home services company for more than 45 years. Over those 40 plus years, John Moore has grown from a modest Houston-based plumbing company to a complete home-services organization serving customers throughout the greater Houston area and its surrounding communities.

Their Motto

"Call John & Get Moore!"

John Moore's tagline "Call John & Get Moore!" is both their motto and their value proposition. They are on call seven days a week, 365 days a year and offer rapid responses and free estimate with no hidden fees.

Their Challenge

John Moore had previously established a local presence through TV and radio advertising with little to no focus on their web presence. They knew they needed to establish a strong online presence and so LyntonWeb was engaged for inbound marketing services.



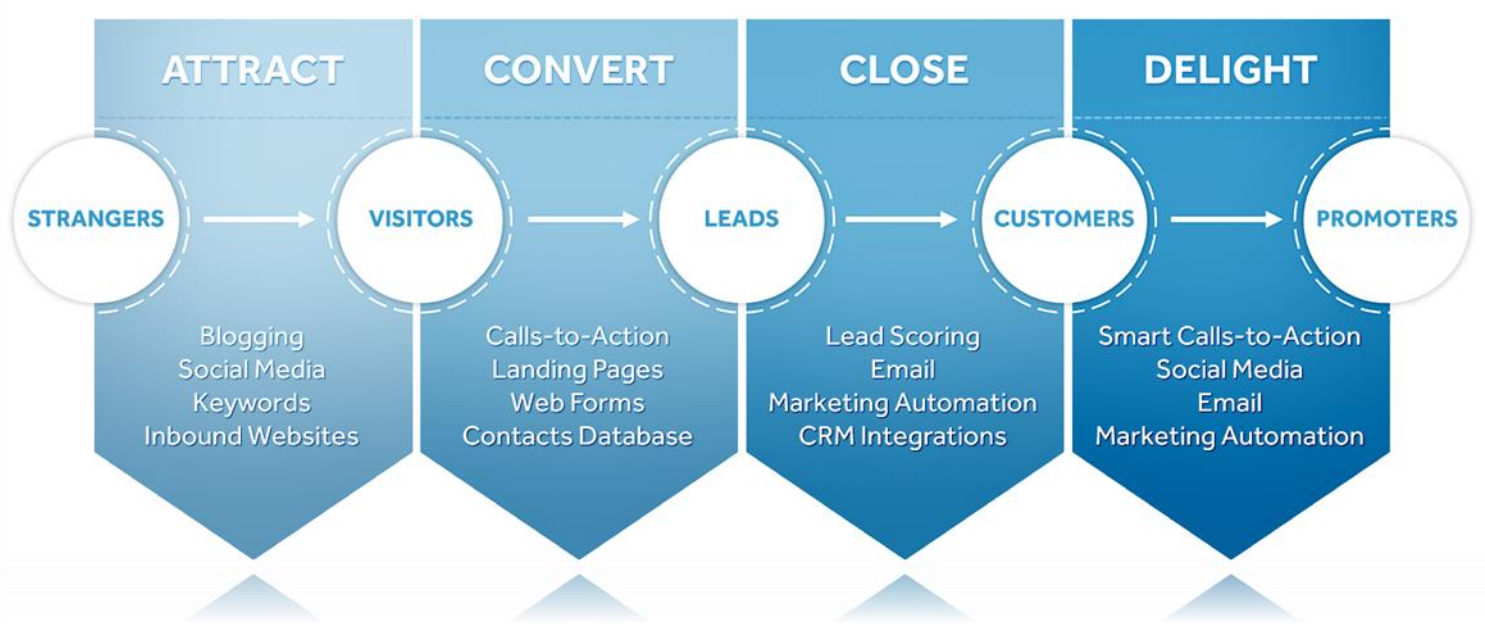
OUR SOLUTION

We initially completed a full audit of John Moore's existing digital strategy. Based on its digital audit, LyntonWeb recommended a complete overhaul and redesign of John Moore's website so that their online presence would focus on being helpful to consumers and also support lead capture.

LyntonWeb was then engaged for the following services:

- Website design and development
- Landing Page A/B testing and optimization
- Blog article curation and creation
- Advanced content curation and creation
- Email template development
- Email campaign management
- PPC management and optimization
- Social Media Management

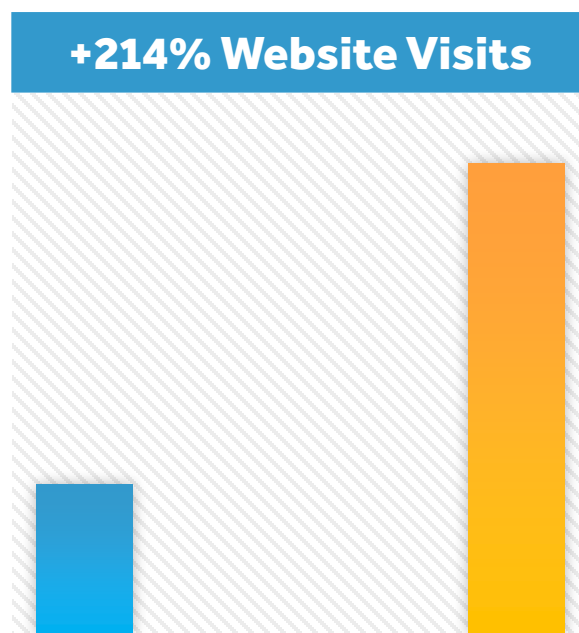
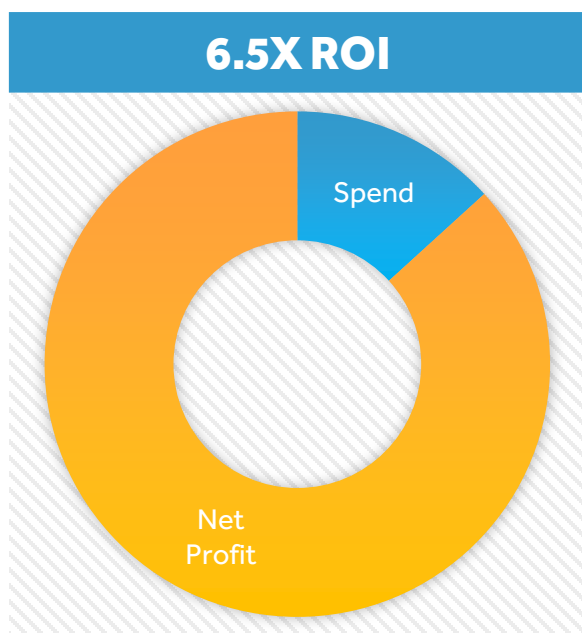
For all of our marketing services we applied the inbound marketing methodology illustrated below:



THE RESULTS



As a result of a more consistent and helpful online presence supported by daily fresh content creation and PPC management, John Moore saw stunning results from their inbound marketing efforts. Here were the results:



And even more results...

- Visits from social media increased by 460%
- John Moore received consistently better online reviews.
- John Moore was able to provide higher levels of service because of online customer feedback on technicians and services.
- They were able to integrate their TV and radio ad presence with their web presence.



LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and integration needs. We are a high-performing team of experts based out of Houston, Texas.

Inbound

Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

Web

Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

HubSpot Integrations

Our technologists are among the best in the business and work with your in-house technology team to assure your third party software or website integrations run smoothly.

SPEAK WITH AN EXPERT
about your inbound, web and tech goals.

GET STARTED TODAY

**COME BUILD
SOMETHING GREAT
WITH US.**