



CASE STUDY

Andrew's Arboriculture
Design | Development | Brand Identity



OVERVIEW

IWD was contracted to assist Andrew's Arboriculture in launching their full service tree and shrub maintenance company. IWD was selected based upon examples of their work, testimonials, and the strength of their reputation for using current technologies to offer a variety of marketing products.



As a new business, Andrew's Arboriculture needed from scratch brand development and a web presence to maximize their growth. The company's philosophy and practical approach to environmentally friendly plant care served as inspiration for the branding and web design.

GOAL

IWD's goal was to develop a full-line of print collateral and a cleanly designed, easy to navigate website. From launch, the website design would maximize search engine rankings by organically optimizing the site for targeted keywords related to their service specialties and geographic targets.



INTEGRATED SOLUTION

IWD worked closely with Andrew's Arboriculture to develop their launch plan and on-going marketing initiatives. Efforts have focused on social media, blogging, e-newsletters, and other online resources to build their client base.



RESULTS

In the first year of business, Andrew's Arboriculture exceeded their goal for number of clients by close to 50%.

SEO/web optimization goals were met and exceeded as evidenced by the number of new clients generated by the website as well as the number of clients who specifically sought out and initiated contact with the new business.

MEASURED RESULTS

Since the September 1, 2011 business launch:

A 100% conversion of sale rate from 31 website leads

There were 5 "cold calls" generated by the website

21% of all business was generated from the website



CLIENT COMMENTS

Working with Infinite Web Designs has been a pleasure. The staff are great at communicating and we have been constantly amazed by the depth of Amy's web marketing knowledge. One of our goals was for our business to be easy to find online and that goal was certainly met.

The day our website launched it was smartphone ready and optimized for the most popular search engines. This proved crucial for clients who were without power and computer access from the recent severe weather for days or sometimes weeks. We look forward to working with IWD as our business continues to grow and enthusiastically recommend their services. IWD has earned our trust and our investment has certainly paid off."



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