

# HEDRICK CONSTRUCTION BUILDS BUSINESS WITH BLUE FROG

## BACKGROUND

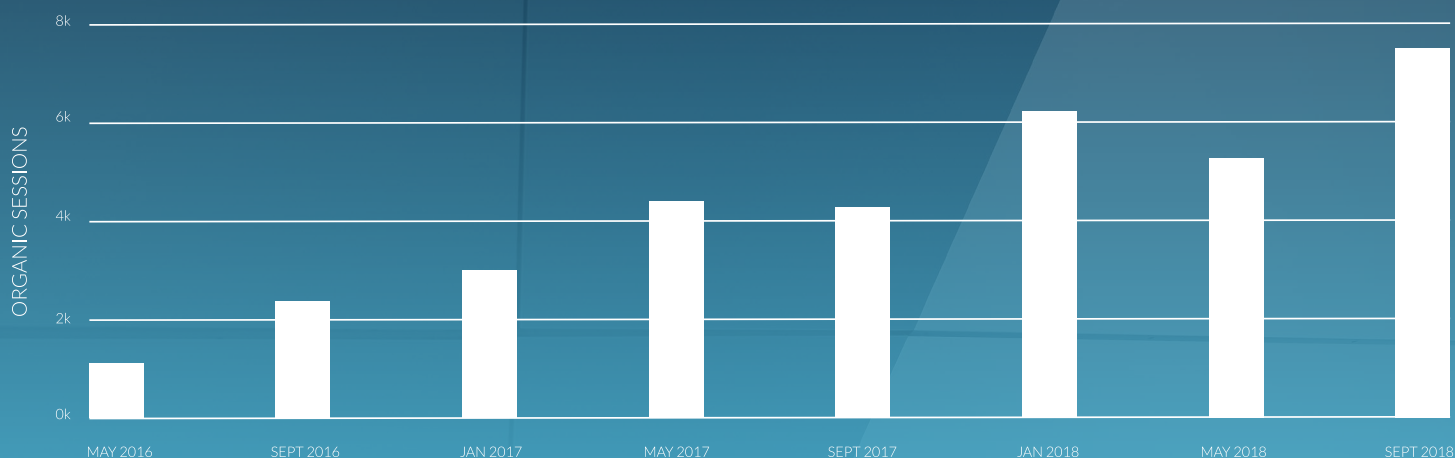
Hedrick Construction, based in Huxley, Iowa, specializes in roofing installation and repairs. When Hedrick made the decision to partner with Blue Frog Marketing, the company sought to build an online presence in order to help more potential customers find the company online, attract more website visitors, and convert visitors into customers.

In its first month with Blue Frog, Hedrick Construction saw 237 website visits from organic search. One year later, monthly organic search visits reached 377, and by the end of the fourth year with Blue Frog, organic search traffic had skyrocketed to 7,469 visits each month! Hedrick Construction knew that building up organic search was a slow process, but the company's commitment has paid off.

## CHALLENGES

Before partnering with Blue Frog, Hedrick Construction relied heavily on directory listings and ads in the Yellow Pages. As a result, the company had no long-term marketing strategy for growth and was very limited in the number of potential customers it could reach.

Although Hedrick Construction had previously invested in website and social media efforts, this garnered very little return on investment and did not help the company generate significant website traffic and leads. Hedrick Construction lacked the tools it needed to effectively capture new leads on the site itself and strategically nurture those leads into customers.



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*We had been using another company for several years to manage our website and social media. We saw very little return on our investment with that company and actually learned that our online presence was suffering because the company was not invested in us.... The investment in Blue Frog was significant, and I knew I would have to be patient to see results. However, within a very short time, I began seeing results and developed so much confidence in Blue Frog that I was able to cut my advertising budget in half.*

***-Heather Hedrick, Owner***

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PLATFORM

HubSpot provided Hedrick Construction with the tools it needed to draw more customers to its site, engage them with valuable content, and nurture them through the buyer's journey with targeted, personalized communications.

LASTING RESULTS

Crafting a long-term marketing strategy to build a strong online presence and generate and nurture leads through its website enabled Hedrick Construction to build brand awareness, increase online visibility, and grow its clientele.

In its first month with Blue Frog, Hedrick Construction didn't get a single new contact through its website; in fact, leads didn't start flowing until three months in, bringing 14 new contacts. One year later, the company received 23 monthly contacts, and by the end of the fourth year with Blue Frog, 68 new contacts were received each month. Hedrick Construction now had a new challenge: hiring enough staff to maintain the business!



**BLUE FROG**  
DYNAMIC MARKETING

[SCHEDULE A CONSULTATION](#)

**386%**  
INCREASE  
IN NEW CONTACTS

**17x**  
MORE WEBSITE TRAFFIC

**30x**  
MORE VISITORS FROM GOOGLE

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