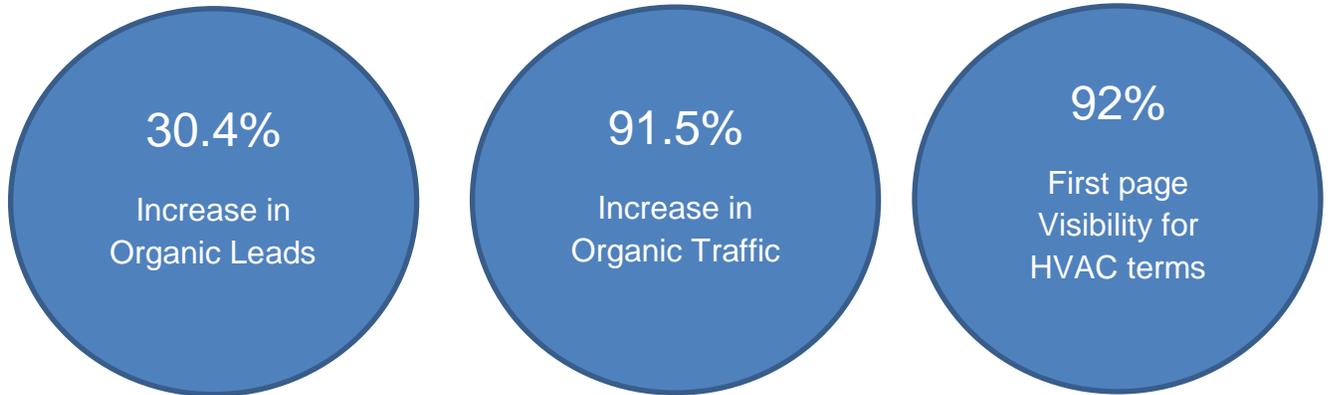


## All-A-Round Case Study



*\*Organic website performance improvement from July 2017 to December 2018*

All-A-Round Air Conditioning, Heating, and Refrigeration was established in 2003 with the goal of delivering the best HVAC and refrigeration services to their customers in Tyler, TX and nearby towns.

Learn how Cornerstone Marketing Solutions improved the marketing ROI of All-A-Round A/C with our digital marketing expertise.

### THE CHALLENGE

The digital marketing efforts of All-A-Round A/C, Heating and Refrigeration were not consistent, and they found their company lagging behind their online competitors. This results in insufficient online leads to meet their growth goals. All-A-Round A/C set out on a mission to find an online lead generation company that could yield positive results designed to its industry.

All-A-Round A/C, Heating and Refrigeration focused on these key areas in their online marketing goal:

- Increase engagement through social media marketing
- Blogs on a consistent basis
- Improve organic website traffic with local search engine optimization
- Improve communication with customers by monitoring reviews and through email marketing
- Increase visibility website traffic and conversion

## OUR SOLUTIONS

Cornerstone Marketing Solutions designed a custom marketing plan to improve All-A-Round A/C, Heating and Refrigeration's online promotion. Our solution was to track everything and transform their website into an effective virtual sales representative.

### Search Engine Optimization

We helped them improve their SEO rankings through the best on-page and off-page optimization techniques. With the help of our service add-on Cornerstone Local, All-A-Round has gained more visitors and paying customers.

### Social Media Marketing

Cornerstone Marketing Solutions also focused on the social media profile of All-A-Round A/C. We strategized a solution to make their brand visible to a larger audience through difference social media channels like Facebook, Twitter, Instagram, and Pinterest.

## THE RESULTS

After making several improvements and creating a consistent content marketing program, All-A-Round found itself taking over the online competition. Thanks to Cornerstone's strategic digital advertising, email marketing campaigns to existing customers, and tactical SEO work, All-A-Round rankings and online visibility produced massive results.

All-A-round has seen great improvement. They gained up to **30.4%** increase in organic leads, a **91.5%** increase in organic traffic and a **92%** first-page visibility for HVAC terms from 2017-2018.

Cornerstone Marketing Solutions is a team of skilled and trustworthy individuals that go above and beyond to put your business on top of the competition. Tell us your goal, and we'll help you get started right away!