

HOW PINECONE MEDIA INCREASED USER ENGAGEMENT BY 70%



Pinecone Media helped a European Service Shop overcome its marketing challenges and achieve significant growth. Their digital marketing strategy included targeted SEO, Google Ads, and social media, resulting in increased monthly leads and appointments, improved online reputation, boosted brand visibility and awareness, and increased user engagement on their website. This led the client to gain a competitive edge in the automotive repair industry.

OBJECTIVES:

- Increase monthly phone call leads
- Increase monthly appointments
- Improve website traffic and user engagement
- Boost brand awareness and visibility

STRATEGY:

To achieve the client's objectives, Pinecone Media devised a comprehensive digital marketing strategy that included the following steps:

- Conducted a thorough audit of the client's existing digital presence, including their website, social media profiles, and online reviews. We identified areas for improvement and devised a plan to optimize their online presence.
- Developed a targeted SEO strategy to improve the website's search engine rankings. We conducted extensive keyword research and optimized the website content accordingly.
- Implemented a Google Ads campaign to target potential customers searching for automotive repair services in the local area. We created highly relevant ad copy and optimized the campaign for maximum ROI.
- Developed a social media strategy to increase brand awareness and engage with potential customers. We created engaging content and promoted it through targeted social media ads.
- Leveraged customer reviews and testimonials to showcase the client's expertise and credibility. We encouraged satisfied customers to leave positive reviews on relevant online platforms and incorporated these reviews into the client's marketing strategy.

RESULTS

Thanks to Pinecone Media's comprehensive digital marketing strategy, the client was able to achieve remarkable results. Within six months of implementing our plan, the client experienced the following:



15%

Increase in monthly leads, surpassing the client's expectations.



49%

Increase in monthly appointments by over, exceeding the client's objective.



70%

Increase in user engagement, and Boosted website traffic by 300%.



PINECONE MEDIA
Here so you wont go nuts!