

Case Study- Digital Marketing, Content Marketing, Performance Marketing, SEO & CRO

# Driving Digital Growth: The Digital Marketing Strategy Behind I Love Pole Buildings \$10 Million Revenue Boost

We provided website redesign and development, SEO optimization, and strategic marketing solutions, including social media and performance marketing, to boost online presence and drive results.

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# About the client:

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I Love Pole Buildings is a trusted provider of high-quality pole structures, specializing in garages, barns, and commercial buildings. With a strong focus on craftsmanship and durability, they deliver tailored solutions to meet various customer needs

Their commitment to reliability and customer satisfaction has earned them a strong reputation in the industry. By combining traditional building techniques with modern innovations, they create durable, weather-resistant structures. Offering affordability and efficiency, I Love Pole Buildings remains a top choice for pole building solutions.

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# Key Objectives:

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- **Increase online visibility** in Delmarva and surrounding areas by leveraging targeted SEO strategies, local search optimization, and content marketing to enhance brand recognition and reach the right audience.
- **Generate high-quality leads** through multi-channel marketing by integrating organic and paid campaigns across search engines, social media, and email marketing to attract and convert potential customers.
- **Optimize the website for higher conversion rates** through user-friendly design, improved site speed, compelling CTAs, and data-driven CRO techniques to turn visitors into paying customers.
- **Boost customer engagement** via SEO, Paid Ads, and social media by creating valuable content, running strategic ad campaigns, and fostering meaningful interactions to strengthen brand loyalty and drive consistent traffic.

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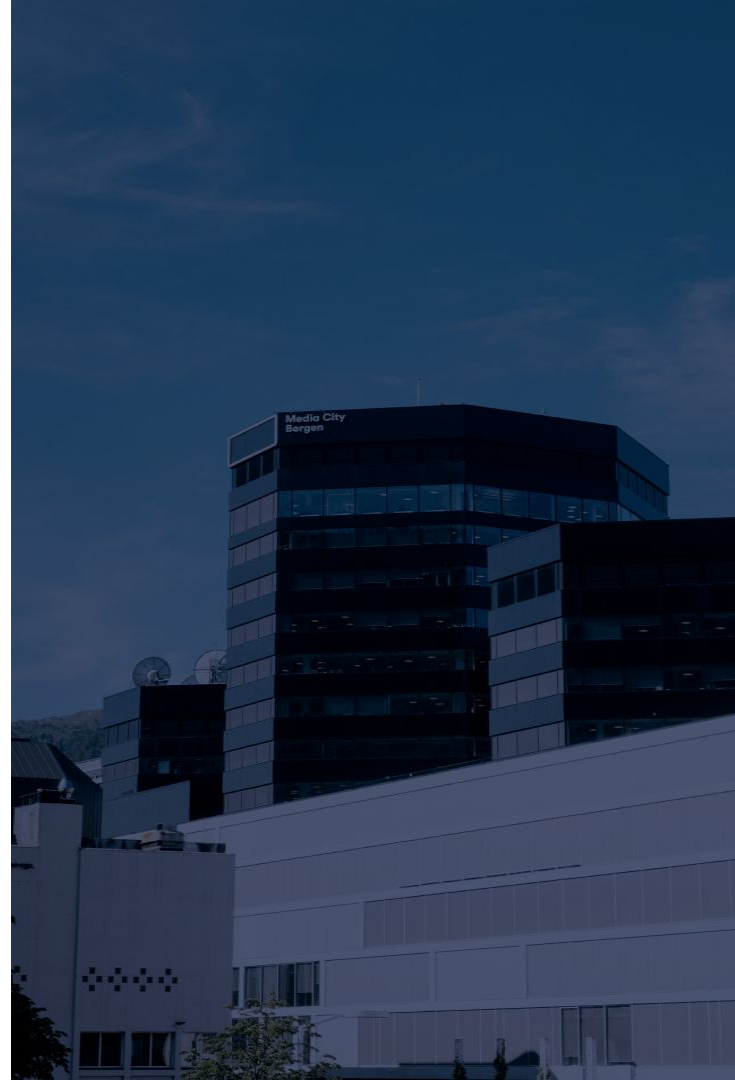
# Proposed Solution:

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- Website Redesign & Dev
- Search Engine Optimization
- Marketing Strategy
- Social Media Marketing
- Performance marketing

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# Our Strategy & Approach:

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- We conducted a complete business analysis audit to identify gaps and areas for improvement.
- Our Google & Meta Ads strategy focused on high-intent keywords and highly targeted campaigns to maximize ROI.
- Through a CRO audit, we redesigned the website to enhance user experience and drive higher conversions.
- We built strong engagement on social media by leveraging Facebook and Instagram to connect with the audience.
- Our SEO efforts improved local visibility and boosted search rankings, driving organic traffic.
- With personalized email marketing campaigns through Mailchimp, we nurtured leads and strengthened customer relationships.

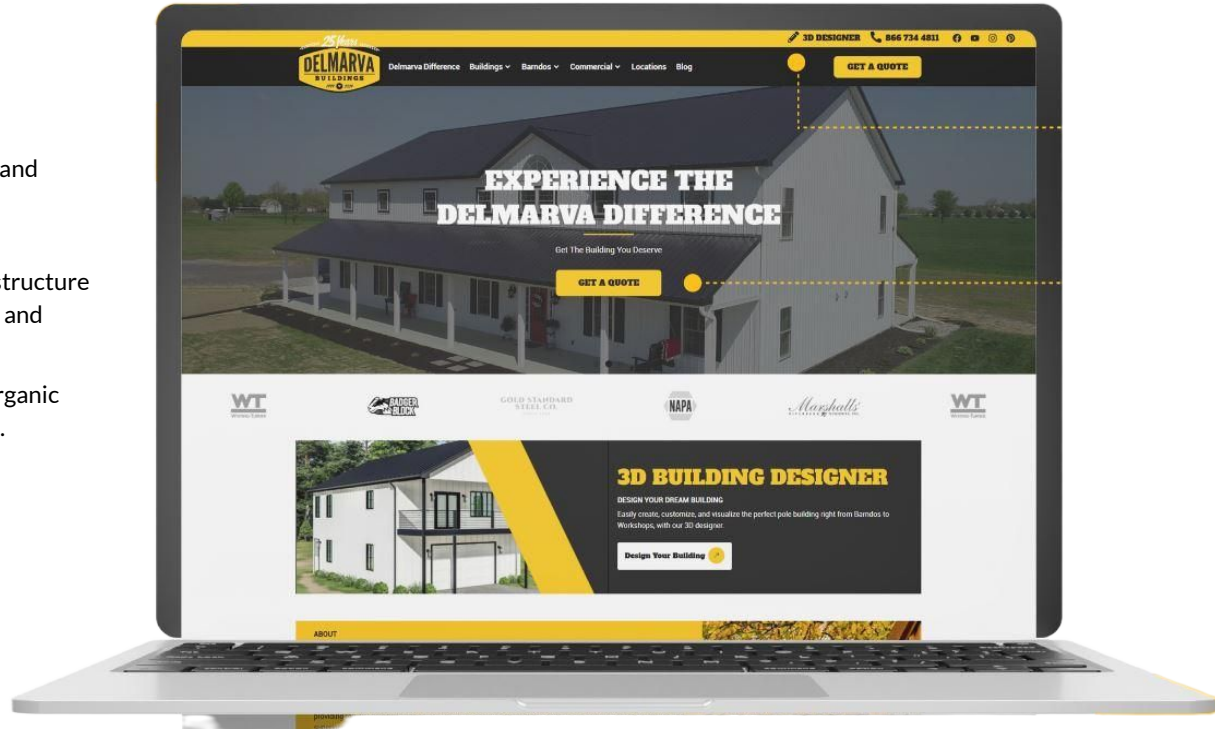
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# Website Redesign & CRO Improvements:

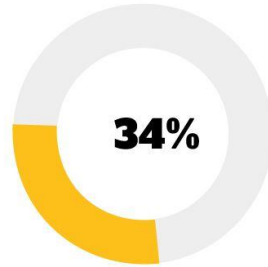
- **Website Redesign:** Revamp website aesthetics and usability to enhance brand identity and user engagement.
- **Website Rebuilding(Dev):** Modernize website structure and functionality for improved user experience and performance.
- **SEO Fix:** Enhance search engine visibility and organic traffic through targeted optimization strategies.



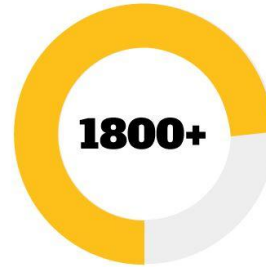
# Search Engine Optimization:

- Advanced Keyword Research & Selection
- On-Page Optimization
- Content Optimization
- Link Building.
- Local SEO Optimization
- Reporting & Analysis

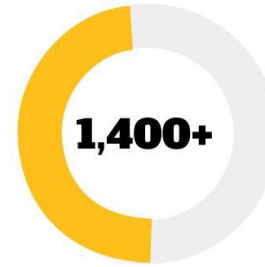
## Key Results (June 2024–Jan 2025)



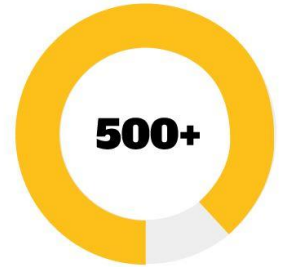
Increase in organic traffic  
(Oct 2024 - May 2024 vs  
June 2024 - Jan 2025)



Monthly Organic  
Visitors



Organic Keywords

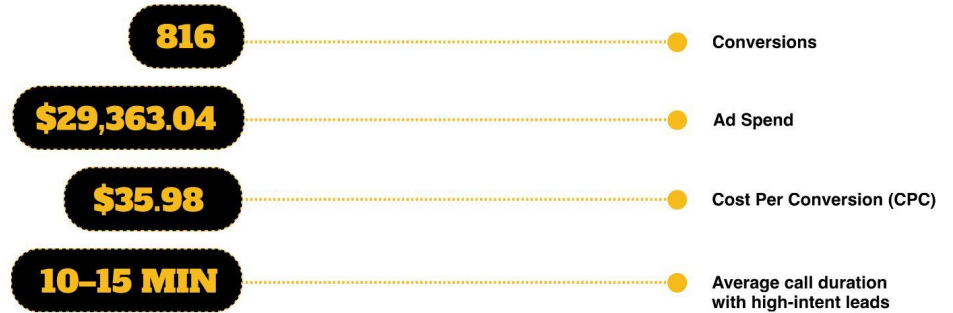


Organic Leads

# Digital Marketing:

- Strategy and setup
- Content marketing
- Social Media Management
- Performance marketing
- Google Ads & Meta Ads Campaigns

## GOOGLE ADS CAMPAIGN RESULTS

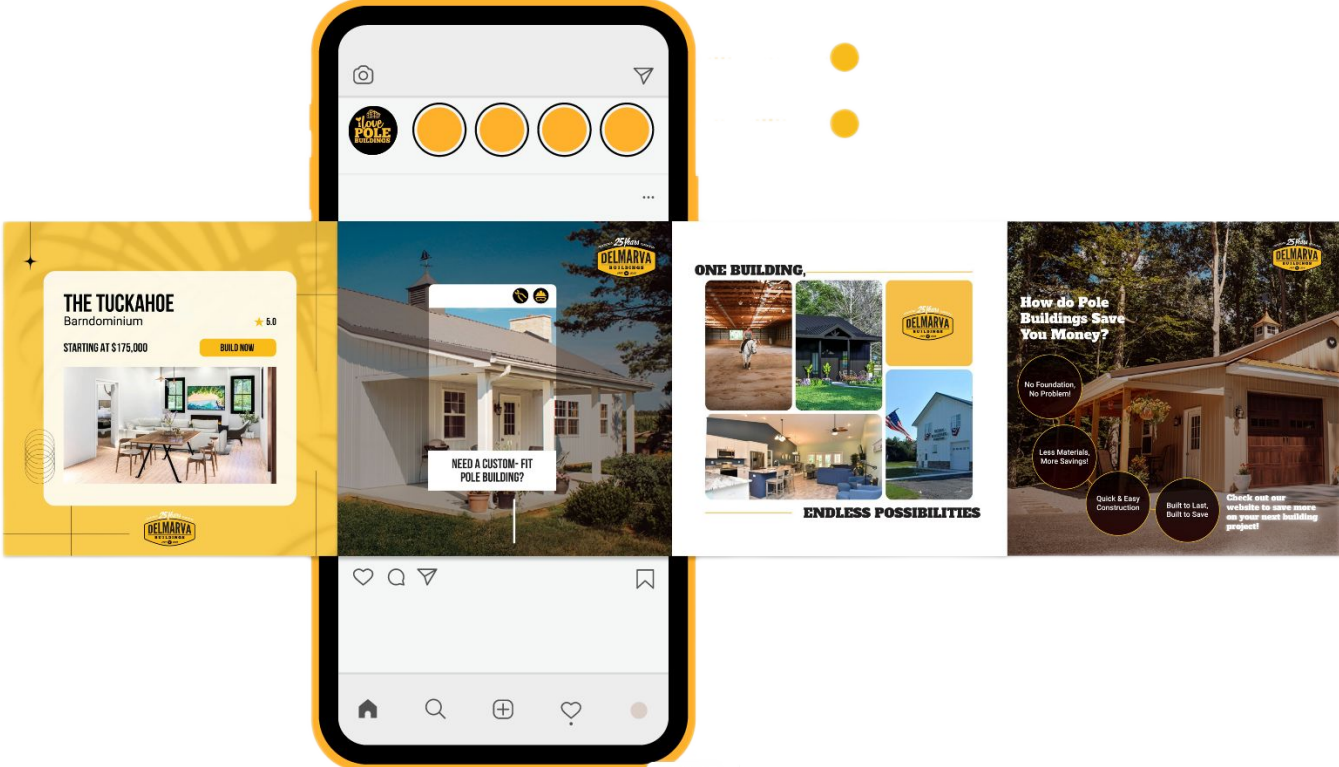


## META ADS CAMPAIGN RESULTS





# Social Media Highlights:



# Value Delivered:

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- Generated \$ 10 Million in revenue through a strong digital marketing strategy.
- Strengthened online presence with targeted campaigns.
- Refined tracking for better performance insights.
- Built a sustainable growth strategy for long-term success.
- Achieved measurable ROI through high-performing ads.

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# Thank You!

Let's talk: [sales@kilowott.com](mailto:sales@kilowott.com)

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