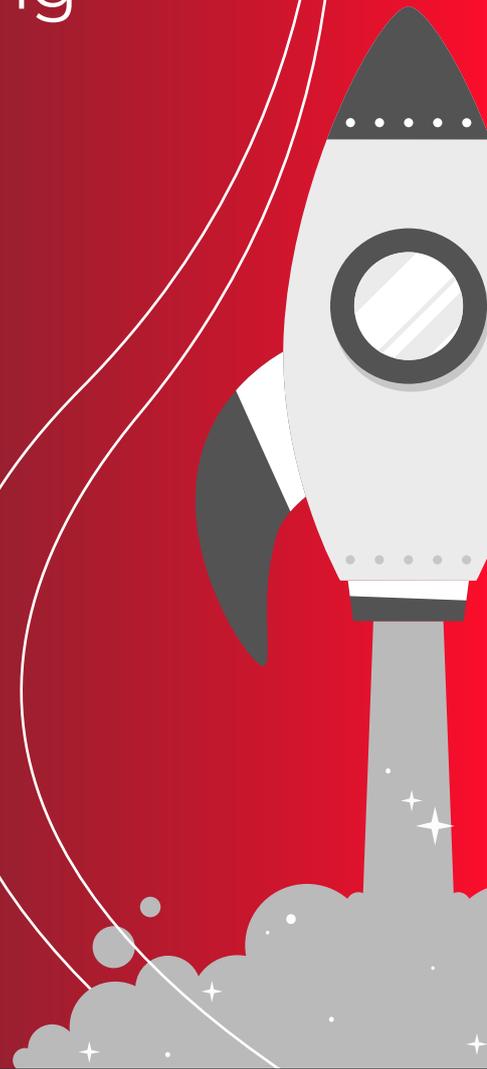




CASE STUDY:

Scaling A New Brand From \$0 To
Multi-Million Dollar Revenue With
Full-Stack Inbound Marketing



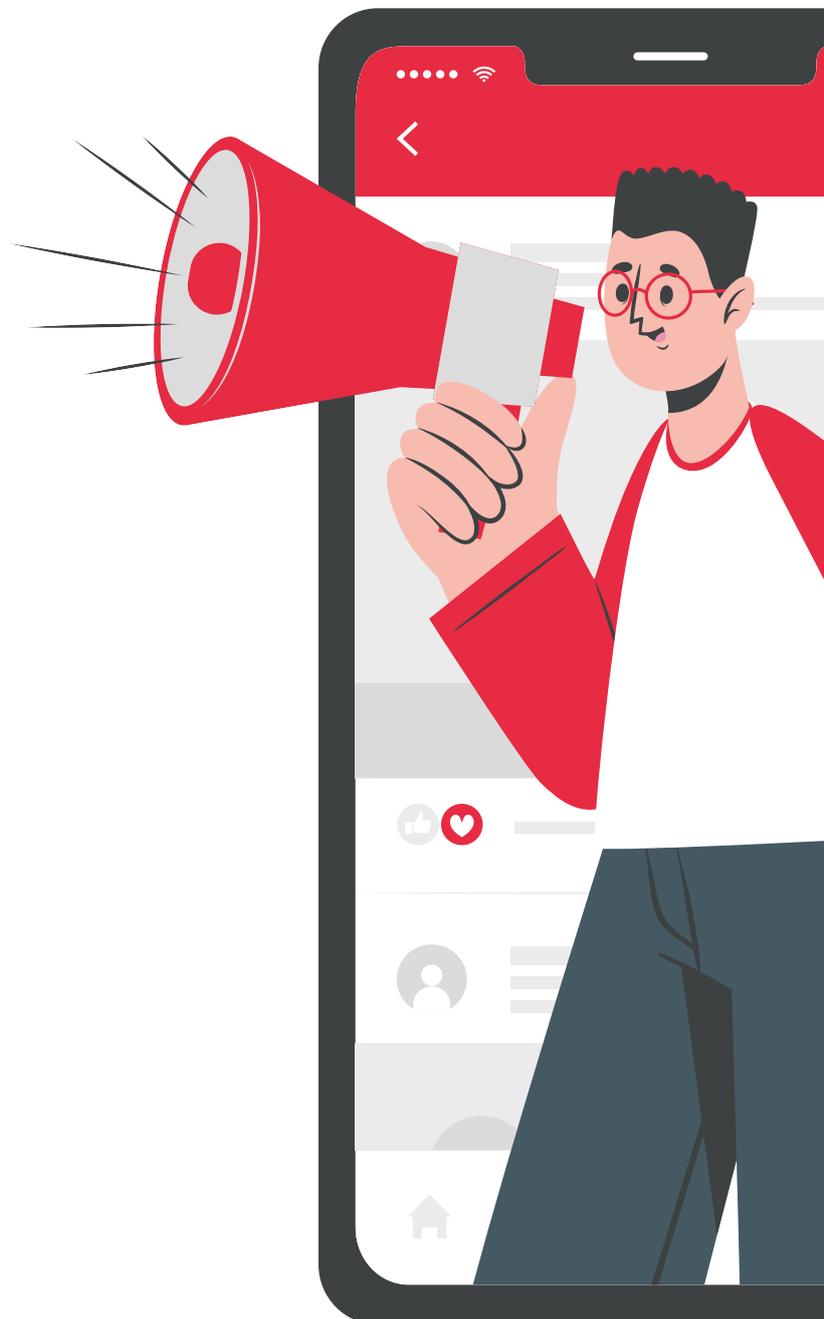
When shed builders extraordinaire Chris Laan and Pete Roughan approached *Marketing Results*, they had a bold goal in mind.

They had spent almost 2 decades perfecting a method of steel shed engineering that allowed them to design, manufacture and supply a custom steel shed for around the same price as a standard shed from competitors.

This had taken many years to perfect, and they were now in a position to take the concept nationwide.

So they started exploring the options for expansion. The standard distribution method in the shed industry is franchising. This results in a network of display centres around the country.

The downside of this legacy model was the large infrastructure required and the high fixed costs. It was more suited to the 1990s than the 21st Century.



A Chance To Reinvent and Disrupt An Obsolete Model

From our perspective, this presented a great opportunity to take an outmoded business model and bring it into the modern world – giving consumers the opportunity to purchase a superior product at a fair price, without leaving their home or office.

The challenge would be to **communicate the value proposition** to the prospect and **educate them in this new way** of buying a steel building.

We would also need to reassure prospects that it would be **safe** to make a significant purchase (often in the tens of thousands or even hundreds of thousands of dollars) from people they've never met face-to-face.

We would need to hit the triple hot buttons of **VALUE, TRUST** and **SIMPLICITY** in a crowded market with plenty of competitors in order to get a result.

That's the type of challenge we enjoy.



Researching the End Customer

We also considered the situation from the shed buyer's point of view and the following insights came to light:

- ✓ The customer doesn't build a shed every day, and they may never build one again. They **need expert advice** to get a great result.
- ✓ Designing and buying a large shed **online** is a new business model for most. The process needs to **super-easy** for the customer.
- ✓ **Peace of mind** is crucial when the customer is making a high-ticket purchase online, in an industry where companies have been known to go bust and leave customers high and dry.



The Solution: Starting With Strategy

Step 1 of our process is always Strategy (refer to the [Marketing Results Strategy Map](#) for the details). This is based on the principle of “Measure Twice, Cut Once.”

The Strategy Phase came several key elements:

Unique Value Proposition Formulation

A well-articulated Unique Value Proposition is essential to communicate the **differentiated value** you bring to your **ideal customer**.

The UVP statement for *Designer Sheds* reads:

**GET THE SHED YOU REALLY WANT,
NOT JUST THE ONE YOU'RE TOLD YOU CAN HAVE**

At *Designer Sheds*, every steel shed we make is customised to your exact width, depth and height requirements and delivered onsite for no more than the cost of a stock-standard shed from most other shed companies. Start with a [Free Design & Quote](#).

It's pretty straightforward: get a better shed, customised to your exact requirements, for no extra money. *What's not to like?*

Top Of Funnel Offer: Researching the End Customer of The Client

Buying a shed is a considered purchase rather than an impulse buy. The customer may think about it for 3, 6 or even 12 months before transacting.

We wanted to get in front of prospects **while they are in the *Consideration Stage*** with useful information and education about the shed building process. Ideally, this would also **position *Designer Sheds* as the best option** when they are ready to buy.

This resulted in a lead magnet called "*The Ultimate Shed Design Guide*".

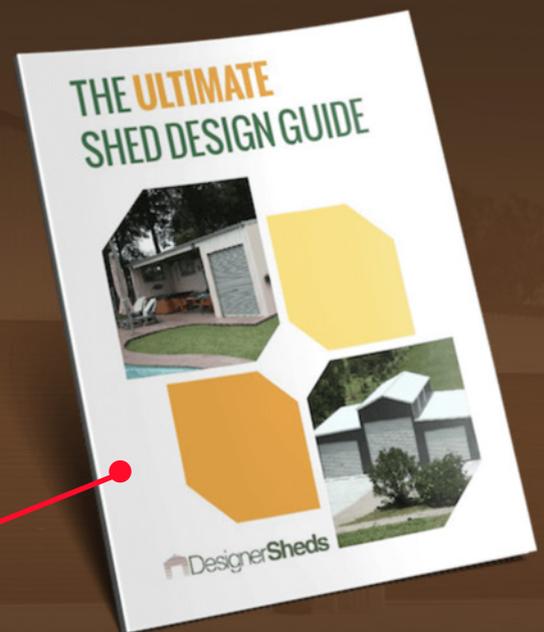
DOWNLOAD FREE:

"THE ULTIMATE SHED DESIGN GUIDE"

Get Free, Proven Shed Design Tips To Save Time, Money and Stress When Planning Any Shed Project.

FREE Instant Access

Over 14,321 Downloads!



This offer has proven to be effective and has been downloaded over 14,000 times so far.

14,000+ Downloads

Bottom Of Funnel Offer: Shed Design Session

As the prospect moves closer to the *Decision Stage*, we needed an offer that would bring the prospect one step closer to their dream shed.

This became a *Free Design & Quote Session*, delivered online via a live screenshare consultation with a salesperson. (In the days before Zoom was trendy 😊.)

REQUEST A FREE SHED DESIGN & QUOTE SESSION NOW

Simply get in touch and we'll design your ideal shed according to your specifications, then send you the design plans plus a firm price to have your shed manufactured and delivered anywhere in Australia. Scroll down for all the details...

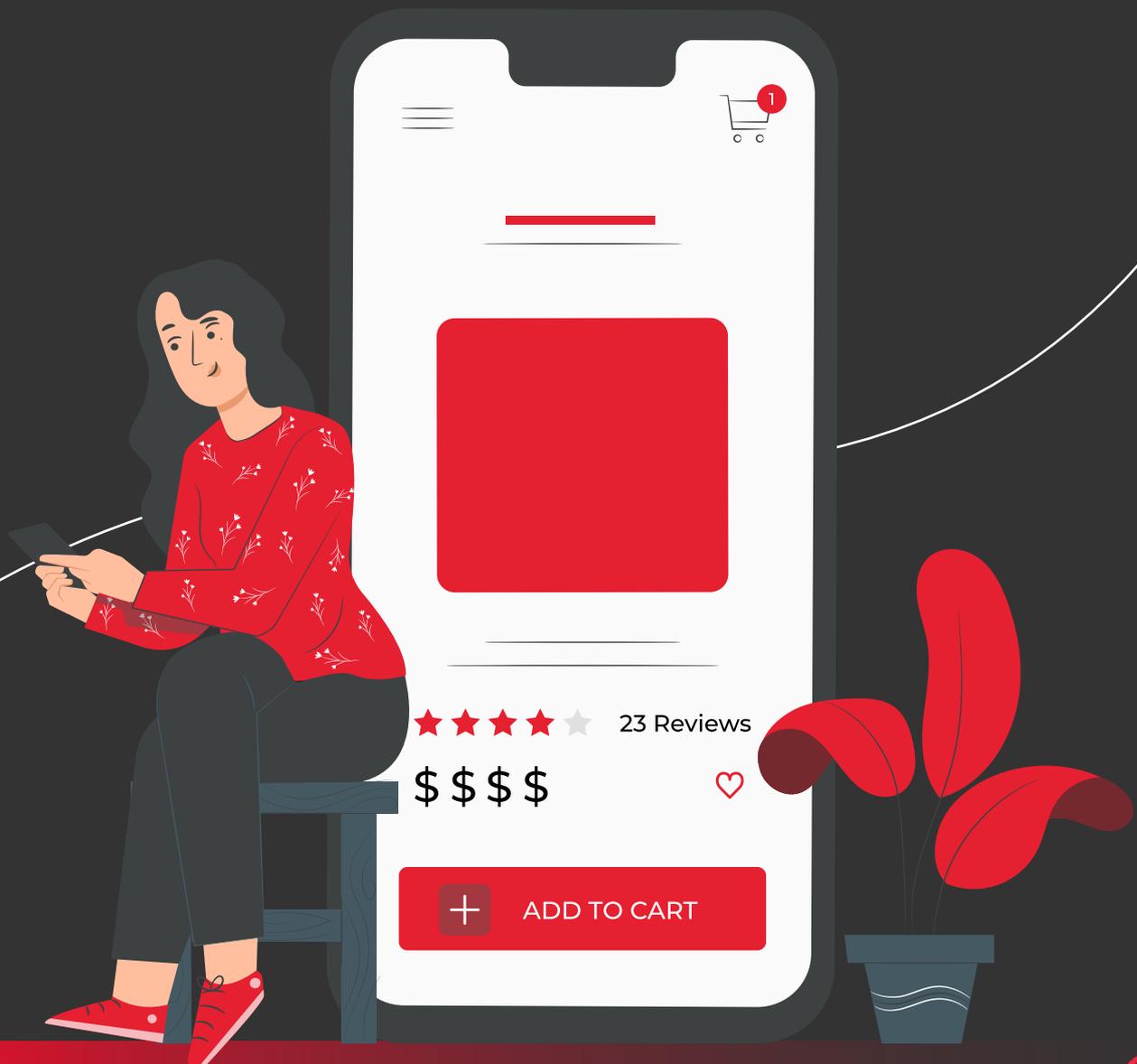
[FREE Design & Quote](#)

Refining The Remote Sales Process

When you're used to selling to prospects in person in a physical display centre, it's easy to show features and concepts using actual sheds.

But when you bring the sales process online, you need a tighter process, supported by visuals and other sales tools to help communicate and sell.

We developed a **Sales Playbook, Scripting Process and Sales Dashboards** to put structure around the online sales process and ensure that all current and future salespeople would have access to best practices.



Solving The Next Challenge: Fulfilment!

Building the lead generation process and prototyping the sales process took longer than we first anticipated – around 6 months.

But as leads and sales started to roll in, a new challenge arose - **order fulfilment**.

While the **manufacturing infrastructure** was already in place, we needed to build robust processes to handle the downstream data flow, including:



Large steel shed kits are a very fiddly product with lots of specific parts and ample scope for error.

Through a great deal of tinkering and testing, we developed a system to streamline and automate fulfilment, incorporating multiple integrations to strip out manual labour from the process. A partial map of steps is below. (Under each box lies multiple action steps and integration points into different systems).



Multi-Channel Traffic Generation, Starting With Google Ads

Given that potential shed buyers are likely to begin their search on Google, *Google Ads* were a logical traffic generation pillar.

However, Google Ads are also very competitive, with many other shed companies competing for the same clicks.

One key to success is **fanatically testing ad creative** to drive higher Click Through Rates (CRTs) and conversion rates.

Another is to leverage **Ad Extensions** wherever possible to occupy more space in the search results and dominate the paid search results. Here's an example:

Desktop

Custom Sheds Designed For You | For No Additional Cost 1

[Ad] designersheds.com.au/custom/sheds 1800 977 433 2

Custom Sheds With Free Design Service. Rock Solid & Triple Guaranteed Quality. 3

Unique Design Features · Genuine COLORBOND® Steel · Flexible Door Placement · Any Width, Depth 4

Types: Garages, Workshops, Carports, Farm, Garden, Equine, Commercial, Industrial, Storage 5

Brands: COLORBOND®, ZINCALUME®, BlueScope, Buildex, B&D

Get More Information 6
Have a question? Check out our FAQ section or ask us directly.

Reasons To Choose Us
Get a custom designed shed for the same price as a stock shed here!

Triple Guaranteed
We guarantee price, design & supply rock-solid quality!

Free Design & Quote
Schedule a free design & quote session. Get the shed you want!

1. **Compelling Headline** that encapsulates the Unique Value Proposition
2. **Phone number Extension** (especially useful on mobile ads)
3. **Description Text** that builds on key benefits and differentiators
4. **Callout Extension** for adding additional features and benefit bullets
5. **Structured Snippets Extension** to add more features and brands
6. **Sitelinks** with dedicated landing pages to give users more options

Quality Score Optimisation is another huge consideration.

Quality Score: Definition

Quality Score is an estimate of the quality of your ads, keywords, and landing pages. Higher quality ads can lead to lower prices and better ad positions.

Source: Google

We use specialised tools to analyse Quality Score on a per keyword basis by breaking down individual keyword scores into their three components:

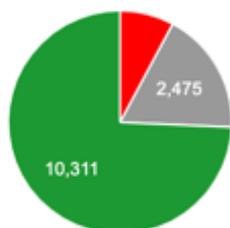
✓ Expected clickthrough rate

✓ Ad relevance

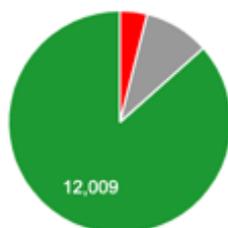
✓ Landing page experience

With the help of this “X-Ray Vision”, we were able to prioritise the optimisation of each component, increase average Quality Scores, and increase ROAS (Return On Ad Spend) as a result.

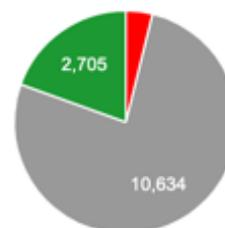
Expected clickthrough rate



Ad relevance



Landing page experience



Google Ads management is a massive topic. Our team have spent literally years mastering this topic. For more tips, refer to Section 2.2 of the *Marketing Results Strategy Map*:

While Google Ads is a rich source of prospective customers, why stop at one traffic source when you can approach the market from multiple angles? Enter Facebook Advertising...

2.2 INVEST IN PAID TRAFFIC

Google Ads (Formerly AdWords)

- Separate campaigns by targeting
- Use a focused adgroup structure
- Get keyword match types right
- Add negative keywords
- Test a minimum of 2 ads per adgroup
- Ensure conversion tracking is set up
- Use ad extensions
- Optimise ad position
- Optimise Quality Score
- Consider Google Display Network

Harnessing Facebook Ads To Drive High Enquiry Volume At Low Cost Per Conversion

Whereas *Google Ads* let you connect with prospects at the very moment they're searching for your product, Facebook Ads allow you to reach potential buyers in many other ways.

Extensive testing of creative, audiences and offers eventually led to creating killer ads like the one below.

Note the social proof, including **765 Likes**, **442 Comments** and **65 Shares**. It's not always possible in some industries, but when the customer likes what you're doing, they'll even help do your marketing for you!

Designer Sheds
Sponsored (demo) · 🌐

Are you ready for your best shed ever?

- Fully customised down to the millimetre...
- Made from 100% Australian Steel...
- Delivered ANYWHERE in Australia...
- With Our Unique "Triple Guarantee"...
- And A FREE Custom Design Service...

Take the next step and find out more here → <https://www.designersheds.com.au/>

[HTTPS://WWW.DESIGNERSHEDS.COM.AU/](https://www.designersheds.com.au/)

Now, Custom Sheds Cost No More!

Get the shed you want in almost any width, depth & height.

[Learn More](#)

👍❤️😄 765

442 Comments 65 Shares

👍 Like 💬 Comment ➦ Share

1. **Compelling ad copy**, with the use of eye-catching icons.
2. **Image** of a unique shed design to stand out in the Newsfeed
3. **Headline** that reinforces the value proposition
4. **Action button** designed to support the click
5. **Social proof**: helps drive greater interaction

Working in synergy with other channels, Facebook ads have proven to be very effective, with one campaign alone generating 668 Design Session bookings at an average cost of \$16.47 each.

Campaign Name		Reach	Cost per Result	Amount Spent	BOFO DQS
DS - Acquisition CORE		384,195	\$16.47 Per BOFO DQS	\$11,001.70	668

We also used Retargeting ads to drive other goals such as Free Guide opt-ins, and move prospects through the funnel.



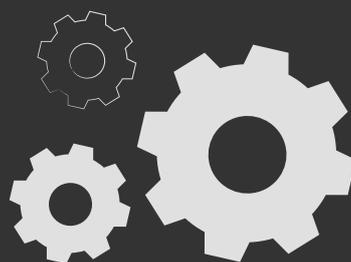
Ramping Up Organic Search Engine Optimisation (SEO)

While *paid traffic* is quick to launch and effective at driving revenue, who would say no to “free” organic traffic if you can get it?

💡 However, depending on your industry, large chunks of organic traffic may take 6 to 12 months to ramp up, which is why we usually focus on organic SEO *after* locking down paid traffic campaigns.

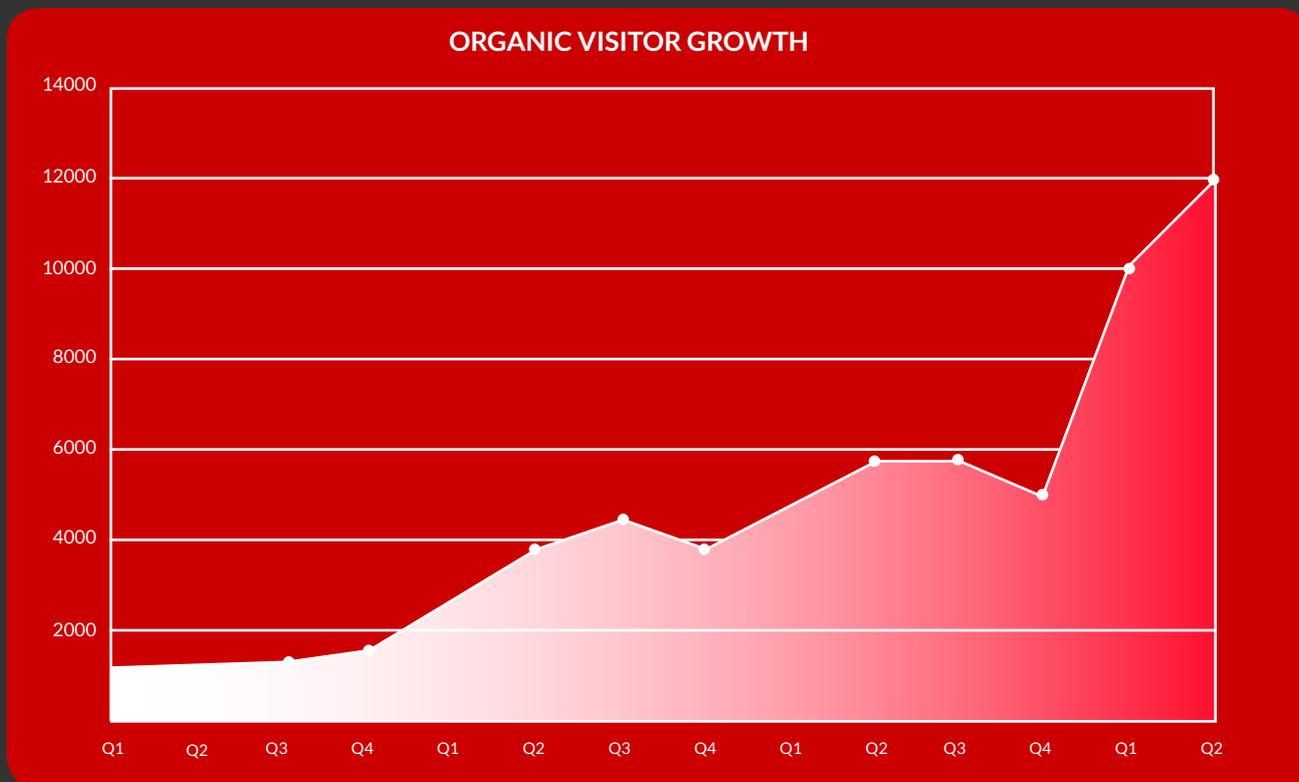
With *Designer Sheds*, we used a range of integrated methods to drive =organic traffic, including:

- ✓ **Technical SEO:** ensuring the site is easily crawlable and indexable by search engines
- ✓ **Site Speed optimisation:** boosting loading speed on desktop and mobile, which tends to be positively correlated with organic rankings.
- ✓ **On-page Optimisation:** tweaking the titles, descriptions and other text elements of pages to focus on specific target keywords.
- ✓ **White hat link building:** building relevant backlinks to the site in order to boost rankings.



SEO

As a result, organic traffic steadily grew from **1208 organic visitors in Q1 2017** to nearly **12,000 organic visitors in Q2 2020**. At the same time, conversions from organic traffic rose dramatically to become a major source of new business.



Trust Building and Conversion Optimisation

While website traffic is vital, all the traffic in the world won't make a difference unless it converts.

Back in the Strategy Phase we identified that trust-building would be crucial to ensuring a high conversion rate and ultimate success.

To assist that outcome, we drew liberally from our [42 Marketing Proof Elements](#) to infuse the site with a range of components designed to enhance trust and believability. A few of these included:

“Key Features” icons



**100% Australian Steel
For Tough Conditions**



**Free Delivery
To Most Areas**



**Unique
“Triple Guarantee”**

Supplier logos from familiar brands

Your shed contains only premium components from these top suppliers:



Colorbond



Buildex

A Triple Guarantee around Price, Design and Supply Performance



Customer Testimonials and Reviews

And many more. When you're selling a high-ticket item, it's almost impossible to feature *too much* proof.

“ Thank You All For Helping Me Design The Shed Of My Dreams!



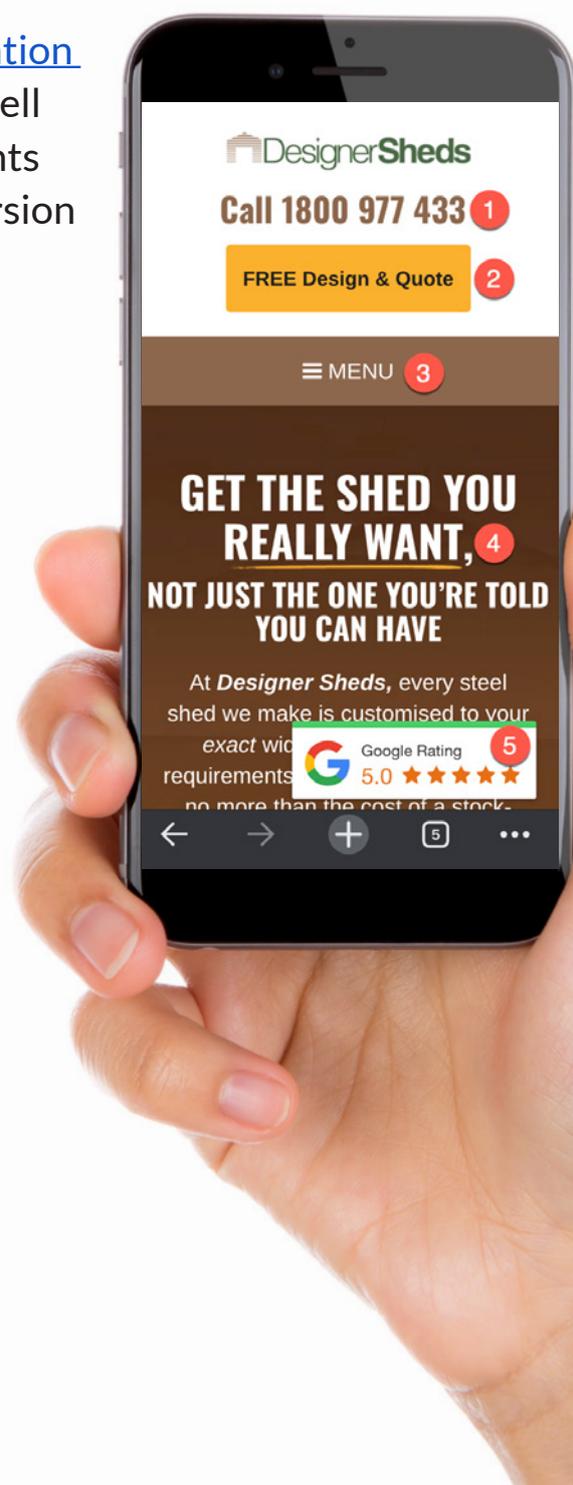
Careful Attention To Mobile Site Design Pays Off

Worldwide, mobile website traffic already outstrips desktop traffic, and the trend is only going up. With *Designer Sheds*, over **50% of traffic is mobile** and another **12% is via tablet**. Therefore, mobile design and usability needs to be a PRIMARY consideration rather than an afterthought.

We applied our [21 Mobile Landing Page Optimisation Best Practices](#) to ensure the site would convert well on mobile. Just a few of the mobile design elements that contribute toward high mobile device conversion include:

1. **Clickable phone number**
2. **Super-obvious call to action button** that is “persistent” across most pages
3. **Thumb-friendly mobile menu**
4. **Content modified** to suit mobile display
5. **Google Reviews widget** for added social proof

Without careful attention, mobile site design can kill conversion. It’s a good idea to review your mobile site from a range of devices on a regular basis to ensure everything is functioning as it should be.



Key Results

Thanks to these layered strategies, *Designer Sheds* has been able to knock over some big goals:

- ✓ \$0 to mid 7-figure annual revenues in under 5 years
- ✓ 200+ inbound design appointments per month
- ✓ 50+ appointments per month from organic traffic, increasing rapidly
- ✓ Continued sales and employee growth during COVID

In addition to these concrete outcomes, the business is now **poised to scale through organic cashflow**, without requiring infusions of growth capital.

The owners can now focus on tweaking and optimising the machine to deliver a great product to more and more customers.



What Does The Future Hold?

Growth never sleeps :) Some of the strategies and tactics we want to test in the next phase include:

- ✓ **Doubling down on SEO:** aiming for 250+ appointments per month within the next 12 months
- ✓ **Testing YouTube ads** as an additional traffic source to augment other paid channels.
- ✓ **Launching a B2B channel** where shed builders and concreters can refer business and earn a commission.

If you'd like to explore how you can apply the *Marketing Results Growth Formula* to your business, get in touch to schedule a [Free Online Marketing Growth Session](#).

