

An aerial photograph of a road construction site. In the foreground, a large yellow asphalt paver is spreading material on a road. Two workers in orange safety gear stand nearby. In the background, another yellow machine is visible. The scene is set on a dark asphalt surface with a light-colored gravel shoulder on the right.

ASPHALT CLIENT'S CaseStudies



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COMPANY CASE STUDY

Transformative Marketing Strategies by Asphalt Marketers for Empire Paving



EMPIRE PAVING

Introduction

Empire Paving has experienced significant growth and transformation in its business operations and online presence through the comprehensive marketing services provided by Asphalt Marketers.

Over the past nine years, this partnership has enabled Empire Paving to expand its reach, improve its digital footprint, and achieve impressive business milestones.

Located In: Toronto, Ontario

Website:

EmpirePaving.com



Initial Challenges

Before collaborating with Asphalt Marketers, Empire Paving faced several challenges:

- **Limited Online Presence:** Minimal visibility in search engine results led to fewer online inquiries.
- **Outdated Website:** Their website lacked user-friendliness and failed to convert visitors into leads.
- **Inefficient Marketing Strategies:** Traditional marketing efforts weren't yielding the desired results, limiting their growth potential.
- **Low Customer Reviews:** Struggled to acquire and manage customer reviews, which impacted their reputation and trustworthiness.



CASE
STUDY
01

COMPANY CASE STUDY

Transformative Marketing Strategies by Asphalt Marketers for Empire Paving

Services Provided by Asphalt Marketers

To address these challenges, Asphalt Marketers implemented a range of services:

- **Website Development:** Designed a modern, user-friendly website that improved the user experience and conversion rates.
- **Website Maintenance:** Provided ongoing updates and maintenance to keep the site relevant and effective.
- **Conversion Strategies:** Implemented strategies to optimize the website for lead conversions.
- **Targeted Marketing Campaigns:** Launched Google Ads, Facebook Ads, and SEO initiatives to generate more leads.
- **Social Media Management:** Managed social media accounts to engage the audience and promote services.
- **Reputation Management:** Focused on securing 5-star reviews to enhance their online reputation.
- **Email Marketing:** Developed and executed email campaigns to nurture leads and retain customers.
- And More

Conclusion

The collaboration with Asphalt Marketers has been instrumental in transforming Empire Paving's business. The comprehensive suite of services has addressed their initial challenges and paved the way for sustained growth and success. **Empire Paving continues to benefit from this partnership as they further expand their reach and service offerings.**

Achievements and Results

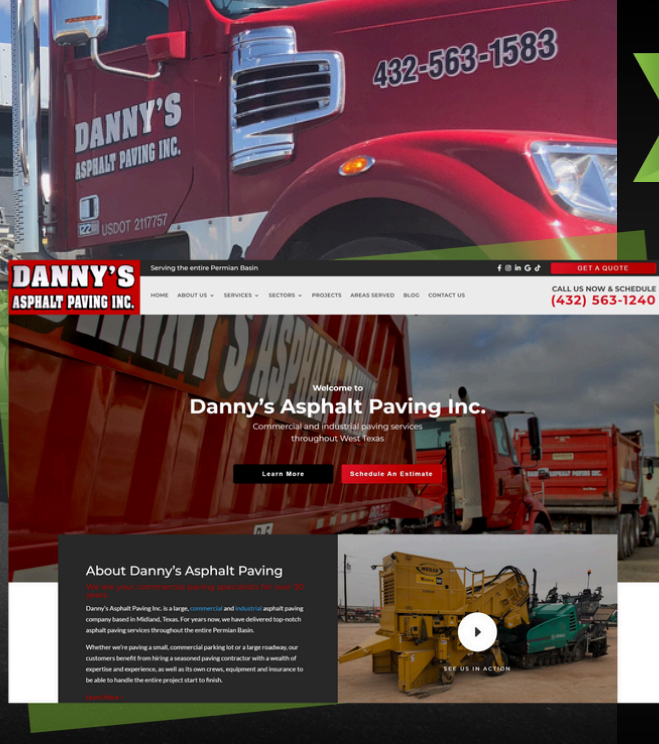
Since partnering with Asphalt Marketers, Empire Paving has achieved notable milestones:

- **Increased Online Visibility:** Empire Paving now ranks on the first page and often in the top position for many relevant keywords in their region.
- **Consistent Business Growth:** The company has experienced year-over-year growth, enabling them to expand their marketing budget.
- **Improved Reputation:** Their focus on acquiring customer reviews led to a significant increase in 5-star ratings, enhancing their credibility.
- **Enhanced Digital Presence:** Their new website, combined with effective marketing strategies, has boosted online inquiries and conversions.
- **Sector Diversification:** They successfully expanded into residential, commercial, industrial, and municipal projects thanks to targeted marketing efforts.

02

COMPANY CASE STUDY

Comprehensive Digital Marketing Solutions
for Danny's Asphalt Paving



**DANNY'S
ASPHALT PAVING INC.**

Introduction

Over the past four years, Danny's Asphalt Paving has experienced significant growth and a strengthened online presence thanks to the strategic marketing services provided by Asphalt Marketers. Through a tailored approach, Danny's Asphalt Paving expanded its digital footprint, increased lead generation, and built a stronger brand reputation across multiple online platforms.

Located In: Midland, Texas

Website:

DannysPaving.com



Initial Challenges

Before partnering with Asphalt Marketers, Danny's Asphalt Paving faced several hurdles:

- **Limited Online Visibility:** Despite having a solid reputation locally, their online presence was minimal, leading to missed opportunities in online search results.
- **Ineffective Paid Advertising:** Existing ad campaigns weren't generating consistent, high-quality leads.
- **Low Engagement on Social Media:** Their social media channels were underutilized, limiting their potential for audience engagement and brand promotion.
- **Review Management:** The company struggled to collect and showcase positive customer reviews, which impacted their credibility and trust with potential clients.



CASE
STUDY
02

COMPANY CASE STUDY

Comprehensive Digital Marketing Solutions for Danny's Asphalt Paving

Services Provided by Asphalt Marketers

To address these challenges, Asphalt Marketers implemented a comprehensive digital marketing strategy that included:

- **Paid Advertising:** Launched targeted Google Ads and social media ad campaigns that focused on specific local markets, generating a higher volume of qualified leads.
- **Search Engine Optimization (SEO):** Optimized their website and content to improve search engine rankings, resulting in more organic traffic and inquiries.
- **Social Media Management:** Created a content calendar and engagement strategy for Facebook and Instagram to increase brand visibility and customer interaction.
- **Email Marketing:** Developed personalized email campaigns to nurture leads, retain customers, and promote seasonal offers.
- **Remarketing:** Deployed remarketing campaigns that targeted previous visitors to their website, driving return traffic and lead conversion.
- **Google Business Profile Optimization:** Optimized their Google Business Profile, improving local search visibility and attracting more clients through local searches.
- And More

Conclusion

Through a multi-faceted digital marketing approach, Danny's Asphalt Paving has been able to overcome its initial challenges, improve online visibility, and generate consistent leads. **The collaboration with Asphalt Marketers continues to provide valuable results**, positioning Danny's Asphalt Paving as a top choice in its market and setting the foundation for sustained growth.



Achievements and Results

Since partnering with Asphalt Marketers, Danny's Asphalt Paving has achieved several notable milestones:

- **Increased Lead Flow:** Paid advertising and SEO improvements boosted their lead generation by 40%, ensuring a steady flow of new inquiries even during slower months.
- **Improved Search Rankings:** Danny's Asphalt Paving now consistently appears on the first page of Google for relevant keywords, driving more organic traffic to their website.
- **Higher Engagement on Social Media:** With a focused social media strategy, their audience engagement increased by 30%, resulting in more brand awareness and inquiries.
- **Enhanced Email Campaign Performance:** Email open rates and click-through rates improved significantly, driving more conversions from both new and returning customers.
- **Remarketing Success:** Remarketing campaigns increased conversion rates by 25%, turning returning website visitors into paying clients.



03 COMPANY CASE STUDY

Targeted Digital Marketing for JMR The Paving Company



Introduction

Over the past year, JMR The Paving Company has partnered with Asphalt Marketers to enhance its digital presence and drive consistent growth through targeted marketing efforts. Through a combination of website development, paid search advertising, and review management, JMR has strengthened its online visibility and lead generation, positioning itself as a trusted provider in the asphalt industry.

Located In: Glendale, California

Website:

JMRpavingCo.com



Initial Challenges

Before working with Asphalt Marketers, JMR The Paving Company encountered several key issues:

- **Outdated Website:** Their website lacked modern functionality and failed to capture leads effectively.
- **Low Search Visibility:** JMR struggled to appear in top search results, leading to missed opportunities for paid and organic traffic.
- **Minimal Customer Reviews:** Without a strong system in place to manage and encourage reviews, they lacked social proof to build credibility.
- **Lead Tracking Limitations:** They had no effective way to track leads from various marketing channels, making it difficult to measure ROI.



CASE
STUDY
03

COMPANY CASE STUDY

Targeted Digital Marketing for JMR The Paving Company



Services Provided by Asphalt Marketers

To address these challenges, Asphalt Marketers implemented a results-driven digital marketing plan that included:

- **Website Development:** Built a modern, user-friendly website that improved navigation, increased conversions, and showcased their services in a professional way.
- **Paid Search Advertising:** Launched highly-targeted Google Ads campaigns to drive traffic from specific service areas and capture relevant leads.
- **Remarketing:** Set up remarketing campaigns to re-engage past website visitors, encouraging them to return and convert into paying clients.
- **Online Review Management:** Created a streamlined system to encourage satisfied clients to leave positive reviews, helping build JMR's reputation.
- **Lead Tracking and Measurement:** Implemented tracking systems to monitor the effectiveness of various marketing channels and measure the conversion rates of all leads.

Conclusion

The partnership between JMR The Paving Company and Asphalt Marketers has transformed their online presence and lead generation capabilities. With a modern website, strong online reviews, and highly-effective paid advertising, JMR is well-positioned for continued growth. **The collaboration has helped JMR establish itself as one of the leaders in their marketplace, with a clear pathway for future success.**

Achievements and Results

Since working with Asphalt Marketers, JMR The Paving Company has seen significant improvements across all key metrics:

- **Enhanced Lead Generation:** Paid search advertising and the new website resulted in a 45% increase in qualified leads within the first year, filling their pipeline consistently.
- **Improved Conversion Rates:** The revamped website and optimized Google Ads increased conversion rates by 35%, turning more visitors into booked jobs.
- **Boosted Review Count:** Through focused review management efforts, JMR increased its online reviews by 60%, with the majority being 5-star ratings, which helped build trust with new clients.
- **Higher Return on Ad Spend (ROAS):** Their paid search campaigns delivered a 4x return on ad spend, maximizing the effectiveness of their advertising budget.
- **Remarketing Success:** The remarketing campaigns helped re-engage past visitors, increasing conversion rates from returning visitors by 30%.





WANT TO GET THESE RESULTS FOR YOUR ASPHALT BUSINESS?

The following 3 step approach ensures a solid foundation for long-term success while maximizing results as we execute the plan for your business.

STEP 1

Schedule a FREE 20-Minute Discovery Call

We will get the conversation started and go through a series of questions to get a better understanding of where your business is at right now, and where you want to be in the next 12 months or so. If we determine we're a good fit for each other, we will proceed with step 2.

STEP 2

Asphalt Business Growth Strategy Session

We will spend time with our team digging into everything, analyzing and planning, running through the keyword list, looking at your website, analyzing where you rank in comparison to your competitors, and much more. We will prepare a growth plan that will help your asphalt business get to that next level.

During the Asphalt Business Growth Strategy Session, we will go through what's going well, where there's room for improvement, and really what we can do together to help you accelerate your business growth online.

STEP 3

Implementation & Growth

We will begin with a **Foundation Build-Out** in the first month, setting up the core elements of your digital marketing strategy—ensuring your website, SEO, and lead capture systems are optimized.

From Month 2 onward, we move into the **Optimization & Growth Phase**, where we continuously refine strategies, improve performance, and scale your marketing efforts to drive sustainable growth.

