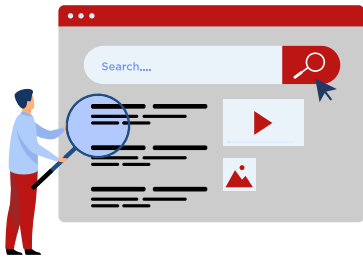




Proinsulate Spray Foam Services Inc. is a leading insulation company that provides high-quality insulation solutions for residential, commercial, and industrial properties in Alberta. They specialize in spray foam insulation, focusing on energy efficiency and sustainable living.

Problem & Consequences



Proinsulate faced challenges in growing its business due to a lack of online visibility and a poorly optimized website.

This resulted in low website traffic, poor lead generation, and stagnant sales growth. The consequences of these challenges included underutilized resources, wasted marketing spend, and untapped market potential.

Solution



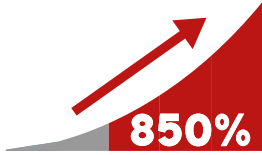
Proinsulate discovered Right Design and was impressed with their expertise in SEO and digital marketing. They chose Right Design because of the agency's proven track record of delivering exceptional results on their initial website design project in 2021 (doubled sales with a basic web redesign).



Right Design continued to devise a comprehensive strategy for Proinsulate, which included optimizing their website for search engines, creating high-quality content, and implementing a targeted marketing campaign to drive qualified leads to their business.

Results & Benefits

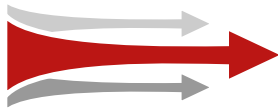
By partnering with Right Design, Proinsulate Spray Foam Services Inc. experienced significant growth in their business. The results were astounding:



From their website alone, Proinsulate's gross revenue increased by **850%** by the fifth month of their campaign.



Proinsulate's website went from generating \$4000 gross revenue monthly to **\$34,000 gross revenue monthly**, which highlights the tremendous impact of Right Design's strategies.



Proinsulate went from receiving 3 qualified leads monthly to **26 qualified leads monthly**, allowing them to focus on converting high-potential prospects.



Proinsulate's conversion rate improved from **3% to 11%**, demonstrating the effectiveness of the targeted marketing efforts implemented by Right Design.



The three largest leads generated by Right Design were attracted via SEO, for approximately **\$100,000 each** (in terms of gross sales value).



Now, Proinsulate knows precisely which marketing channels work best for their business, **saving them thousands of dollars a month** on wasted marketing spend and unnecessary tools.



The partnership with Right Design provided Proinsulate Spray Foam Services Inc. with a done-for-you lead generation system that not only accelerated their business sales growth but also helped them optimize their marketing budget. The dramatic increase in monthly revenue and qualified leads, coupled with improved conversion rates, has positioned Proinsulate as a dominant player in the insulation industry. The newfound knowledge of effective marketing channels has further enhanced their ability to make informed decisions and ensure continued growth and success.