



Storm Solutions Increases Organic Reach and Closes \$16,000 From One Blog

Established in 2009, with over 15 years in the construction industry Jimmy Hawley started SWFL Hurricane Shutters, Inc. in 2005 and changed the name to Storm Solutions Inc. in 2009. Storm Solutions, Inc. is committed to protecting your home or place of business in SW Florida. They are manufacturers and distributors of the highest quality hurricane products "Made in America", meeting the current Dade County and Florida Building Codes.

Storm Solutions, Inc. is a hurricane protection company. Owner, Jimmy Hawley was searching for a way to leverage his website to function more as a member of his sales team as opposed to a pamphlet. "I knew that the Internet was quickly becoming the new YellowBook and I wanted to make sure Storm Solutions was found," says Hawley. He hired Impulse Creative in 2013 to help him increase his organic traffic and improve his conversions.



"Impulse Creative has always remained ahead of the curve when it comes to the trends in marketing my company online. I trust that we're not just reacting to the market changes, but anticipating and proactively using them to our advantage."

Storm Solutions Looks to Increase Organic Traffic and Revenue from Website

Prior to hiring Impulse Creative, Storm Solutions focused mainly on SEO tactics as a way for their site to rank highest on search engines, with a strong focus on Google rankings. Hawley realized that Internet marketing was evolving and he wanted his site to no longer be a brochure of his services, but to become a source for revenue generation. He sought a way to stay ahead of the digital marketing trends.

Additionally, Storm Solutions needed a way to track, record, and analyze all of their marketing efforts. With traditional advertising tactics, as well as adding additional campaigns through their online presence, Hawley wanted to ensure that he was seeing true ROI for his marketing budget.

Storm Solutions Hires Impulse Creative

"I chose Impulse Creative as the vehicle to deliver my company's message to our prospects online, because at the heart of their process is educating. At Storm Solutions, we're not just resellers of impact windows and hurricane shutters, but also protectors of the families, their homes, and their safety in our community. We strive to educate our prospects and customers on the very best storm solutions for their situations – not the most profitable avenue for our bottom line. Impulse Creative gets this and we trust the messaging of our brand to them," says Hawley, of his decision to hire Impulse Creative.

"Educating our community is the second priority of my company, second only to protecting them from hurricane damage"

Storm Solutions Sees 86% Organic Traffic Increase

Within its first year as an inbound marketing retainer client with Impulse Creative, Storm Solutions has seen an 86% increase in their organic traffic to their website. Both Storm Solutions and Impulse Creative credit this to the understanding of their target demographics and the creation of original, relevant, and topic specific content as a way to attract qualified traffic.

In addition to increasing their organic traffic, Storm Solutions now receives an increased and consistent stream of qualified leads generated from their inbound marketing efforts.

16K Close Credited to One Blog Post

Perhaps one of the great examples of the success of Storm Solutions' inbound marketing strategy is the closing of a \$16,000 job, that the customer credited to a blog found on their website. After receiving quotes from three of Storm Solutions' local competitors, the prospect in search of hurricane protection for his home Googled information on choosing the right storm protection company. In his search, he found a blog that Impulse Creative wrote on the very topic. After reading through the blog, he continued deeper into Storm Solutions' website, reading blogs and downloading resource tools available to help him with his decision. When he met with Jimmy Hawley, he stated that the information he found online lead him to choose Storm Solutions as the best solution for his needs, because he didn't feel like he was being sold to. The value portrayed online through the blogs, the additional resources, and the continuation of that value in person was higher than any price war he could have found himself in.

"Hearing of [the customer's] experience cemented the value that Storm Solutions receives from inbound marketing and Impulse Creative," says Hawley, "This is why we do what we do."

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a Marketing Strategist!



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