



SUN BLOCK
PATIO COVERS

CASE STUDY

A CONSTRUCTION INDUSTRY SUCCESS STORY

Creating Beautiful Outdoor Spaces

FOR MORE INFORMATION,
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Anaheim, CA



SUN BLOCK
PATIO COVERS

Client:

SUN BLOCK PATIO COVERS

Year

1994

Category:

Outdoor Service

Revenue:

\$500k - \$1M

ABOUT CILENT

Sun Block Patio Covers began as a small family business, but it's heritage has continued to grow consistently since its founding in 1898. It is known for its high-quality, customized aluminum sunblock patio covers. Utilizing advanced technologies, Sun Block Patio transforms backyards into five-star retreats. The company operates successfully while acting in a socially responsible manner. They are equally invested in modernizing spaces with sun protection. Sun Block Patio Covers prioritizes its employees and the company's stable growth, taking one step at a time in the right direction.

PROBLEMS

As a small organization, Sun Block Patio Covers was challenged with the feast or famine sales cycle. They needed to drive growth, but the owners were doing all the selling and then doing the implementing of the solutions.

Challenge#1:

The client needed clear and effective communication about their value and technical support to build a strong lead in the sales pipeline.

Challenge#2:

These hurdles resulted in a scattered approach, diverting attention across various demographics rather than focusing on a specific target audience.

Challenge#3:

They were struggling with the first steps of email outreach, failing to get the audience's attention or get the results they wanted.

FOUR STEPS

THE PATH TO REVENUE

A construction industry success story involves innovative project management, strategic partnerships, efficient resource use, advanced technology, and quality craftsmanship, leading to increased project completion rates, customer satisfaction, and revenue growth.



Customer-Centric Approach

Marketing Crows help you build strong relationships with personalized, timely, and relevant emails that resonate with your target audience.



Maximize Your Reach

Our expertise ensures 99% email deliverability, getting your message in front of more customers.



Qualified Leads Guaranteed

We guarantee a minimum number of qualified leads per month, ensuring our email marketing services deliver tangible results.



Results-Driven Campaigns

Our clients see an average 25% increase in open rates and 30% boost in conversions with our email marketing services.

SOLUTIONS

Marketing Crows build an effective strategy for Sun Block Patio Covers, positioning a dedicated Sales team to convert interest into sales. By implementing our proven method, we ensured the achievement of desired results.

1. Value Proposition:

-We generated brand awareness and increased exposure in the client's target markets by creating specific messages for different industries and aligning communication with buyers' needs.

-We identified the Ideal Buyer profile, their industries, motivators, and business profiles.

2. Ran Email Campaigns in multiple industries

- We took a B2B approach to identify the relevant target -personas across various lines of business that are potentially connected to patio cover businesses like Landscapers, farm owners, swimming pools, etc.

3. Establish their Sales Actions:

We delivered a set number of sales engagements in important sectors from a cold start.

BENEFITS

Marketing Crows identified gaps in the networking strategy and replaced them with an Omni channel Direct approach. This resulted in more than **45+ qualified leads** generated, leading to increased sales and potential customer acquisition.

“

**Great job doing amazing email work
on our first campaign**

Angel Mendoza - CEO

WORKING WITH US, PROVISION ACHIEVED A



3X



Improvement in REVENUE over 90 days

WORKING WITH US, PROVISION ACHIEVED A



5X



MORE REVENUE PER ORDER

A Partnership between



VISIT OUR WEBSITE

<https://marketingcrows.com/>

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