

CASE STUDY



Fireplace and Chimney Repairs

Los Angeles based company specializing in inspections, repairs, rebuilds, and new installations. Residential only.

From startup to multiple SEVEN figures in under 3 years.

Company expanded from inspection only, to full chimney rebuilds and new installations.

www.ripe.marketing

WHAT WE DID

Marketing Ecosystem

Established brand identity, including logo and website design, managed social media presence, nurtured leads with eMail marketing, and reputation management.



Brand Authority Engineering

Built a professional, trust-first brand presence attracting homeowners, sellers, and real estate agents



Website as a Sales Engine

Designed a conversion-focused website that was sprinkled with keywords and optimized for mobile search



Reputation Control

Amplified positive online reviews and built digital process for collecting new reviews.



Lead Nurturing

Implemented email marketing that turned cold leads into warm leads and warm leads into bookings. Kept pipeline full by stay top of mind for future booked jobs, including recommendations from agents.

TRANSLATION:

A continued flow of leads and bookings that kept the calendar full, even during "off season."

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