



# CASE STUDY

## “Doc” Exceeded its Primary Revenue Goal in 2020, Despite COVID-19, and Saw 111% YOY Growth.

“Doc” partnered with Valve+Meter in 2019, looking to gain more traction with the younger demographic in Fort Wayne and win customers with a new website and aggressive paid media strategy. In the case study below, you’ll see how these digital marketing efforts paid off to the tune of a 366% increase in market visibility.

### Intro

“Doc” Dancer has proudly served the greater Fort Wayne area for 75 years. While they have been a trusted and experienced partner in the area, “Doc” Dancer partnered with Valve+Meter in mid-2019 to ensure they were approaching digital marketing in the best possible way.

### Objective

V+M worked with “Doc” to ensure they were doing everything possible from a digital marketing perspective and wanted to ensure their brand was being represented properly. “Doc” also wanted to make sure they were competitive digitally, as they felt they had groomed the older demographic in the Fort Wayne market, but were possibly falling short with the younger demographic.

After evaluating their business during the ThinkFirst, V+M implemented a full digital marketing strategy. This included a more aggressive and expansive paid media strategy, building a new website with a focus on SEO and Keywords, and routine email marketing to their customer base.

### Solutions

Our first solution was to build “Doc” a new website. Their previous site was out of date and struggling to rank online. After V+M built the new site, we saw immediate growth results from “Doc,” culminating in a 366% increase in market visibility in the first year alone.

Valve+Meter also implemented a new paid media strategy, including new AdWords campaigns and an increased focus on Google Local Services. Strong results immediately followed, and the new strategy more than doubled within the first 6 months of partnering together.

### Results

**366%**

Increase to search visibility in the first year.

OVER **\$1.4M**

In marketing attributable revenue in first year.

**300%**

Increase in first-page keyword rankings.

**111%**

YOY growth from 2019 to 2020.

**Even despite COVID-19, “Doc” Dancer exceeded their primary revenue goal in 2020 with total revenues of \$5.2 million (goal of \$5 million).**