

John Guire Supply

EIGHTY6
CASE STUDY

**MARKETING
CONSULTING**

2018 - Present

Impact

Major Local Business Search
Awareness & Revenue Growth

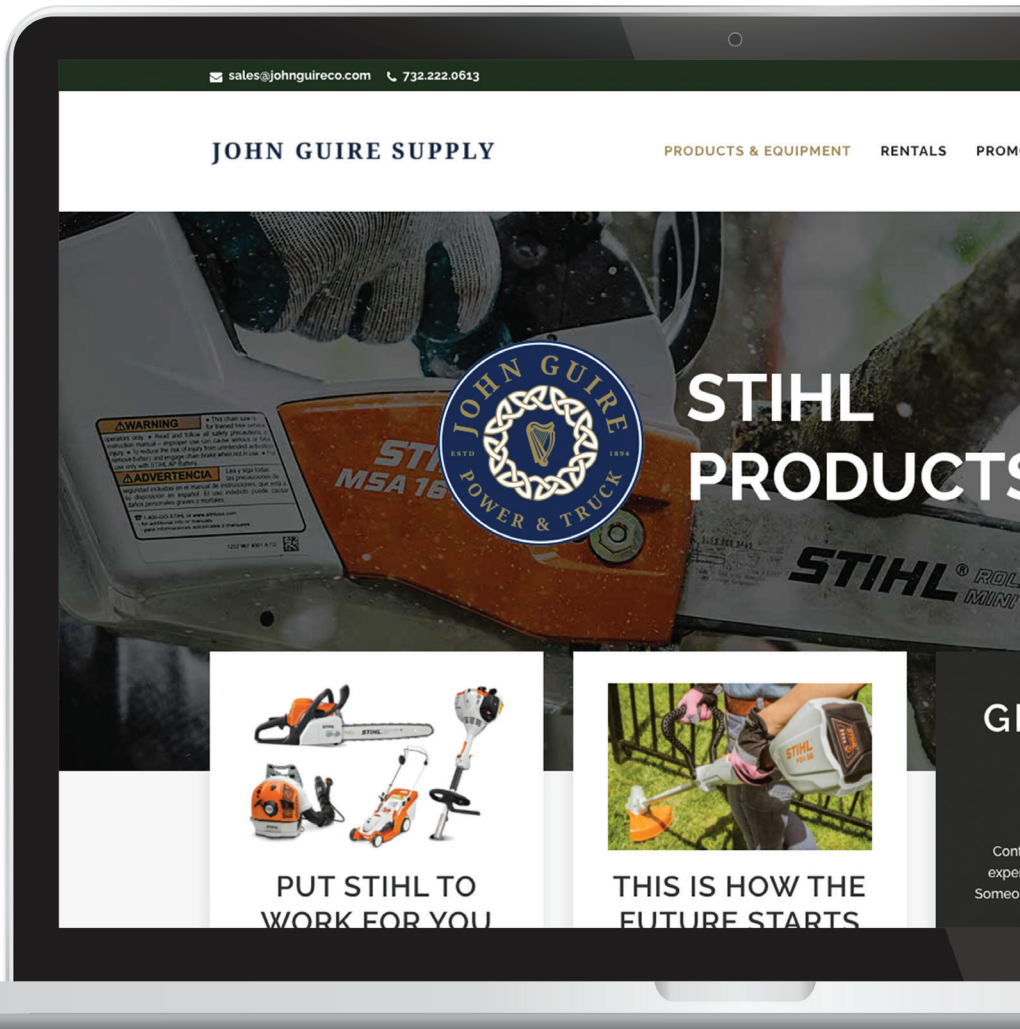
Service Areas

- Marketing Strategy
- Website Design
- Ongoing Website Management
- Graphic Design
- Photography
- Video
- Search Engine Optimization (SEO)
- Google Ads



60%

**revenue growth from
2018 to 2019.**



Situation

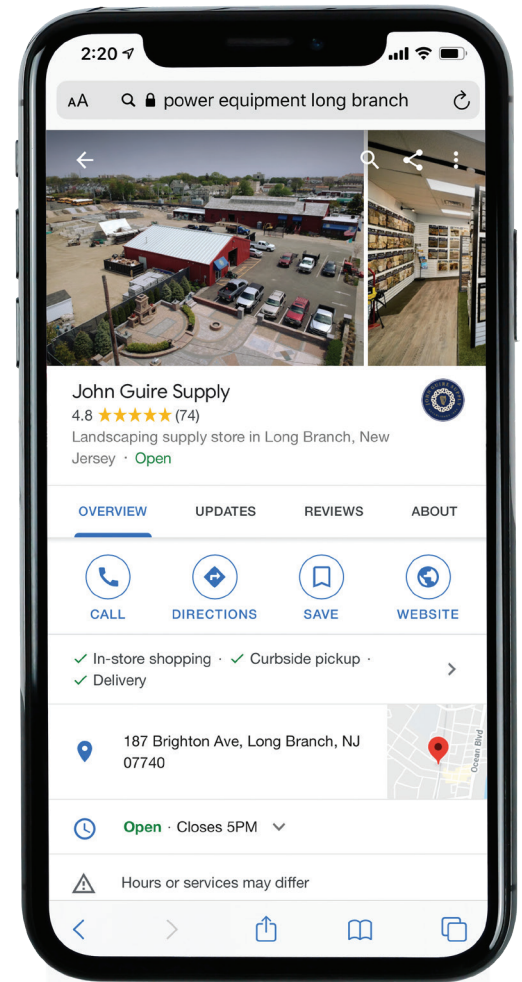
John Guire Supply has been operating for over 120 years in the heart of Long Branch, NJ. For all of that time, they had been relying solely on customers driving by and local word of mouth to build their customer base. Although they had a website, it was dated, and their ability to be found online was lacking.

Solution

With competition evolving and new ownership in place, John Guire had a vision to become a one-stop shop for customers looking for everything from bulk landscape materials to power equipment to vehicle accessories. We got to work creating both their new website and a new local search strategy.

The new website had to be built on a foundation and structure to continually add services as John Guire grew. We launched the new website in May 2018 and have seen a steady growth through 2020. The website is modern, informational, and utilizes a chatbot to drive new leads to the sales team. Each month we add new vendors to the website and continue to evolve how to provide a great user experience while showcasing a large volume of products and services.

We're always working to get the website discovered by more people in more places. Our role in John Guire's multi-channel approach (Search / Social / Radio / Beach Banner) is to ensure they're getting found in searches. We worked with the team at John Guire to increase reviews from their customers and optimized their Google My Business listing to attract more customers. For the website, each month we implement the latest in Google's requirements to maximize their ability to be found. We utilize tools like Google Search Console, Google Analytics and SEMRush to optimize the website alongside a link building strategy off-site. We've seen a 645% increase in Google My Business searches, 359% increase in website views, and 321% increase in customer actions.



321%

increase in Customer Actions
(Calls / Directions / Website Clicks)
on Google My Business.



312%

increase in Organic Website Traffic.