



The Texas Loo CASE STUDY

NEW WEBSITE AND CTAs BOOST QUALIFIED LEADS

COMPANY PROFILE

The Texas Loo is a small, family-owned business based in Magnolia, Texas. They have one of the largest fleets of rental restroom trailers in the entire state. Although they are based in Texas, they provide services throughout Texas, Louisiana and Oklahoma.

These restrooms are not your typical, roadside port-a-pottys. They are luxurious restrooms with multiple stalls, sinks, top-of-the-line finishes, handicap accessibility and more. The Texas Loo's luxury portable restroom trailers can be used for major building remodels, when tenants are temporarily displaced from their permanent restroom options. Their products can also be used for black-tie events, weddings, outdoor festivals and concerts and much more. The Texas Loo handles the delivery, setup and teardown of the units they rent. Their products are available for short-term (one day) or long-term rental (up to a year in some cases). The company has been in business since 2011.

www.thetexasloo.com

CHALLENGES

The luxury restroom rental space is fairly crowded and competitive. Additionally, the range of customers is wide — everything from brides looking for a solution for a single event to corporate event planners and even concert venues needing nicer and longer-term options. Prices, variety of products, timing and delivery options are all varied. The customer base is not very informed on options and they often need the products and services in a hurry.

The Texas Loo was trying to manage their own Google ads as well as handle website changes and social media messaging with the help of a single freelancer. Their efforts were inefficient, frustrating and unproductive.

SOLUTION

As is often the case, the first step was to rebuild The Texas Loo website to better communicate their offering and highlight their products. We also needed to add the appropriate forms and Calls to Action (CTAs) on their site to make it easier for prospects to reach them. The forms also served to shorten the sales cycle by providing The Texas Loo with more information about their prospects' needs before contacting them back by email or phone to complete the sale. Next, we needed to re-evaluate and completely rebuild their paid ad strategy (Google Search Ads), build and execute a social and content strategy and execute ongoing SEO.



THE RESULTS

Since we launched the new website and began a focused inbound and SEM campaign for The Texas Loo, they have received 1,603 qualified leads through their website. This is more than 59 leads a month in a 27-month span. The Texas Loo is so busy they can barely keep up with the demand for their product.

Within the past two years, we've seen the following results:



OCT 2018 – SEPT 2019

11,013 Sessions

495 Marketing Qualified Leads

OCT 2019 – SEPT 2020

12,351 Sessions — 12.2% increase

1,008 Marketing Qualified Leads — 103.6% increase

The number of sessions has increased steadily, as to be expected, but the number of qualified leads who are ready to purchase (in this case, rent) their products has increased more than 103%. The Texas Loo is now receiving 84 new, viable, leads each and every month — **almost 3 new leads every single day!**