

VALLEYCREST LANDSCAPE COMPANIES



ValleyCrest
Golf Maintenance

OVERVIEW

ValleyCrest is a \$2 billion company based in Calabasas, California, and a leader in landscape design-build, construction, maintenance and architecture. It is also the nation's leading golf course maintenance firm, serving daily-fee, private and municipal courses and golf resorts throughout America. ValleyCrest was seeking to expand its marketing support into digital initiatives.

STRATEGY

The initial effort focused on an online campaign for ValleyCrest's Golf Course Maintenance outsourcing services. Rather than taking a traditional B2B lead generation approach using hard-sell tactics based on a linear, one-direction sales funnel, we developed a campaign that emphasized the business value of selecting an outsourced solution. This approach recognizes customer behaviors distinct to the Explore phase of the buying journey, when the prospect is looking for unbiased help.

GOALS

Instead of presenting ValleyCrest as THE solution to the prospect's problem, the goal was to establish awareness of ValleyCrest as a trustworthy subject matter expert. At this point, we focused on:

- Leveraging online data to target highly relevant prospects and, ultimately, influence their purchasing behavior.
- Making an impact early during the Explore phase, when the prospect is often conducting research anonymously.
- Allowing prospects to learn about ValleyCrest in a guided, voluntary process before any contact was initiated by sales department.

SOLUTION

Our solution combined:

- Content development that positioned ValleyCrest as a thought-leader in the art, science and business of outsourced golf course maintenance and innovator that is shaping the future of the category.
- Relevant digital media placement to reach the appropriate audience.
- A technology stack incorporating web analytics to optimize our tactics.



RESULTS

Our integrated digital marketing programs achieved noteworthy results, generating both greater lead volume and higher lead quality. ValleyCrest Golf Course Maintenance realized:

575%

INCREASE IN WEBSITE SESSIONS

650%

INCREASE IN TRACKED CONVERSIONS

181%

RETURN ON INVESTMENT

