

## **Case Study: Zykan Exteriors - From \$100K to \$1.7M in Monthly Revenue with Marketing by Magnet**

### **Revolutionizing Monthly Earnings through Digital Marketing**

#### **Introduction**

Marketing by Magnet embraced the challenge of elevating Zykan Exteriors' digital presence and marketing strategy, ultimately leading to a phenomenal surge in their monthly earnings. In a remarkably short time frame, we've propelled Zykan Exteriors from \$100,000 to a staggering \$1.7 million in monthly revenue. This case study unveils the strategies, achievements, and future prospects that made this transformation possible.

#### **Paid Advertising: Dominating Google for Monthly Earnings**

Marketing by Magnet embarked on an aggressive paid advertising campaign that positioned Zykan Exteriors as the unrivaled leader in roofing and exteriors-related search terms on Google. This strategy involved daily adjustments and incremental budget changes among ad sets, ensuring a consistent daily budget. In the fiercely competitive digital marketing landscape, Zykan has emerged victorious, securing the top position on Google's first search page for key terms:

- "STL Roofing"
- "STL Exteriors"
- "STL Siding"
- "Roofing Near Me" in the St. Charles and St. Louis areas
- "St. Charles Roofing"
- "St. Charles Roofing Company"
- "St. Louis Roofing"
- "Best Roofing Companies in St. Louis"

This domination translates directly into monthly earnings, powered by strategic targeting on Google and Facebook, coupled with our SEO practices on Zykan's website.

#### **Search Engine Optimization (SEO): Boosting Monthly Earnings through Website Excellence**

Our SEO team implemented weekly updates to Zykan's website, optimizing content and images with high-performing search terms. This meticulous attention to detail ensured that Zykan consistently garnered organic traffic from Google, resulting in an average of 600-700 monthly visitors. Importantly, this organic traffic contributes significantly to monthly earnings, as it comes at no additional advertising cost.

#### **Social Media: Enhancing Natural Growth and Engagement**

While Zykan's social media presence faced challenges due to a lack of new photos, our collaboration with the new Project Manager, Tony, has been a game-changer. His exceptional photography skills have substantially improved Zykan's social media content quality. Daily posts are set to commence shortly, reinvigorating Zykan's online engagement, ultimately impacting monthly earnings.

### **Future Goals: Where We're Headed in Monthly Earnings**

Our objectives for the end of 2023 are ambitious and laser-focused on bolstering monthly earnings:

Achieve the first ranking search result for all targeted keywords.

Update the website with new Project Manager photos.

Decrease Zykan's Google lead cost to \$35 per lead, ensuring a more cost-effective monthly earning strategy.

Lower Zykan's Facebook lead cost to \$45 per lead, further enhancing profitability.

Maintain dominance over Google competition through strategic budget reallocation to secure consistent monthly revenue growth.

### **Competition Punch Out 🥊: The Key to Monthly Earnings**

Marketing by Magnet employs a proprietary budget reallocation strategy to consistently outmaneuver competition. When a competitor like "John Beal" targets a specific search term, we strategically allocate Zykan's budget to that term, outbidding the competition. This tactical maneuver redirects leads to Zykan, leaving competitors with minimal results. This process is ongoing and executed daily, ensuring Zykan's search term supremacy and sustained monthly earnings.

### **Maintaining Integrity: The "No Compete" Approach for Sustained Monthly Earnings**

Our unwavering commitment to maintaining integrity and delivering consistent results is why we don't work with multiple roofing companies in the STL and STC areas. This strategy avoids compromising our ad tactics. Marketing by Magnet remains true to its mission to deliver unwavering success, ensuring Zykan's monthly earnings continue to soar.

### **Conclusion and Next Steps for Monthly Earnings Growth**

Marketing by Magnet's partnership with Zykan Exteriors has produced remarkable results, propelling monthly revenue to a staggering \$1.7 million. Our journey is far from over; we are dedicated to maintaining our position as a leader in digital marketing, consistently elevating Zykan's monthly earnings. With a steadfast focus on optimization and an unwavering team spirit, we are excited about the path that lies ahead.