

# CASE STUDY: DOTTY BROTHERS

Since 1994, Dotty Brothers has been constructing one-of-a-kind, showcase homes on outstanding properties, primarily in the Brainerd Lakes area of northern Minnesota.



## SERVICES PROVIDED

- Website Audit
- Competitive Audit
- Analytics Reporting
- Website Design and Development
- SEO Strategy & Implementation
- Blog Management
- Social Media Management
- Email Marketing
- Lead Magnet Generation
- Video Production
- Logo Design

## OPPORTUNITY

Dotty Brothers Construction has been a SOULO client since 2015. They came to SOULO looking for help with design and marketing services to drive customer awareness of their design/build process.

Over the years, we have developed a strong base for Dotty Brothers, including their brand, website, and collateral pieces. The focus of our work has been to advance and optimize Dotty Brothers' digital presence to bring in qualified leads.

## SOLUTION: SOULO

SOULO's efforts for Dotty Brothers have included tracking results of previous marketing efforts and zeroing in on Dotty's core client. This includes studying how people view Dotty Brothers as a company and a brand. We analyzed every aspect of their website, imagery, and the messaging we put out to see how it landed with their audience.

We did this by developing lead magnets to start potential clients in the sales funnel, engaging with past/current clients, and using analytics to drive decisions. Over time, we've built a strong foundation and expanded it to enhance new channels.

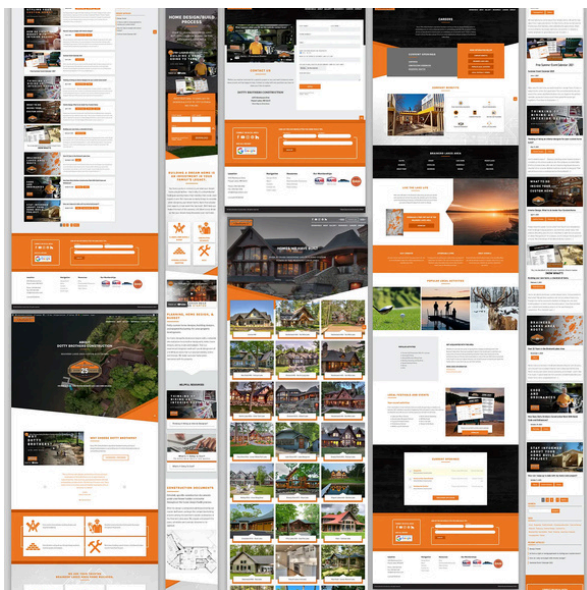
## ACTIONS

### Website Design and Development

The vital role that a website plays during digital marketing campaigns can't be overstated. With years of experience working closely with Dotty Brothers, we have continuously optimized and enhanced their website, creating two effective and engaging iterations to date.

Our latest version showcases a sleek and modern design, perfectly capturing the essence of Dotty Brothers as a company. Key features include a gallery of beautifully photographed homes; a comprehensive design/build process description; and a carefully curated blog.

As time progresses, Dotty Brothers' website remains a pivotal touchpoint in the customer journey, consistently delivering exceptional results.



*Website Pages*



*Blog Articles*

### Organic Local SEO

SOULO understands the importance of not just driving traffic but attracting the right kind of traffic. The results of our SEO process have been higher search engine rankings (compared to competitors) and more qualified sales leads.

### Blogs

We brainstorm, research, and write blogs that describe the build process, design choices, problems that might surprise customers, the pros and cons of various building materials, and much more. These blogs are highlighted not only in quarterly newsletters but also as part of the larger social media strategy.



*Instagram Account*

### Social Media Management

SOULO utilizes Facebook and Instagram posts of engaging photos, videos and captions to drive traffic to the website. Boosting a few of these captivating posts on these platforms engages potential customers looking to build a lake home. SOULO also monitors comments, likes, shares, and messages to ensure comments and messages are replied to in a timely manner.

### Email Marketing

A regular e-newsletter is sent to existing customers, as well as people who have filled out forms on the Dotty Brothers website. These newsletters contain informational blogs and photos of completed builds. This maintains brand awareness and helps to establish Dotty Brothers as the authority in building a dream home.

### Lead Magnets

We have created several lead magnets that have significantly increased the number of email newsletter subscribers. They are also a great resource to share on social media to drive more potential customers to the website.

## RESULTS

We've really hit our stride working with Dotty Brothers and building their client base. Consistently staying in front of potential clients and being diligent in answering the questions they have — sometimes before they ask them — has been critical in crafting our approach.

We have been excited to see our goals — and the goals of Dotty Brothers — drastically exceeded.



*Print Advertisement Designed by SOULO*