

# Case Study

## Shelby Gardens



### COMPANY OVERVIEW

Shelby Gardens Banquets & Events offers very elegant banquet services and have specialized in wedding receptions for over 25 years. They have six ball rooms and provide a full service of banquet accommodations from 50 to 500 guests.

### CHALLENGE

The owners of Shelby Gardens contacted Momentum after purchasing the company in 2013. They saw the necessity for a website that showcased their elegant banquet halls and superior service as well as the need to generate new business through their website in the highly competitive banquets industry.

When Shelby Gardens first contacted Momentum they had an outdated website and were generating no new business from their website or other online channels. They knew it was time to invest in a new website that could provide the proper appearance and message, analytic insights, and a marketing campaign to generate new business in the local area.

In addition to not having much of an online presence, they also had an issue with negative reviews from online sources which were the result of previous ownership.

“ Selecting Momentum as our partner to develop our new website exceeded our expectations. Each step of the process was seamless. They honored the scope, budget and timeline. ”

— Michelle

### SERVICES

- Website Design
- Marketing Strategy
- Search Advertising
- Local Listings

### BY THE NUMBERS

↑ **58%**

Organic Traffic

↑ **125%**

Monthly Leads

↑ **45%**

Monthly Unique Users

# Case Study

## Shelby Gardens



### SOLUTION

Shelby Gardens needed to stay ahead of the competition by having a user-friendly, mobile responsive website and implementing an effective PPC strategy that focused on driving qualified visitors to their website and converting them into new leads and sales.

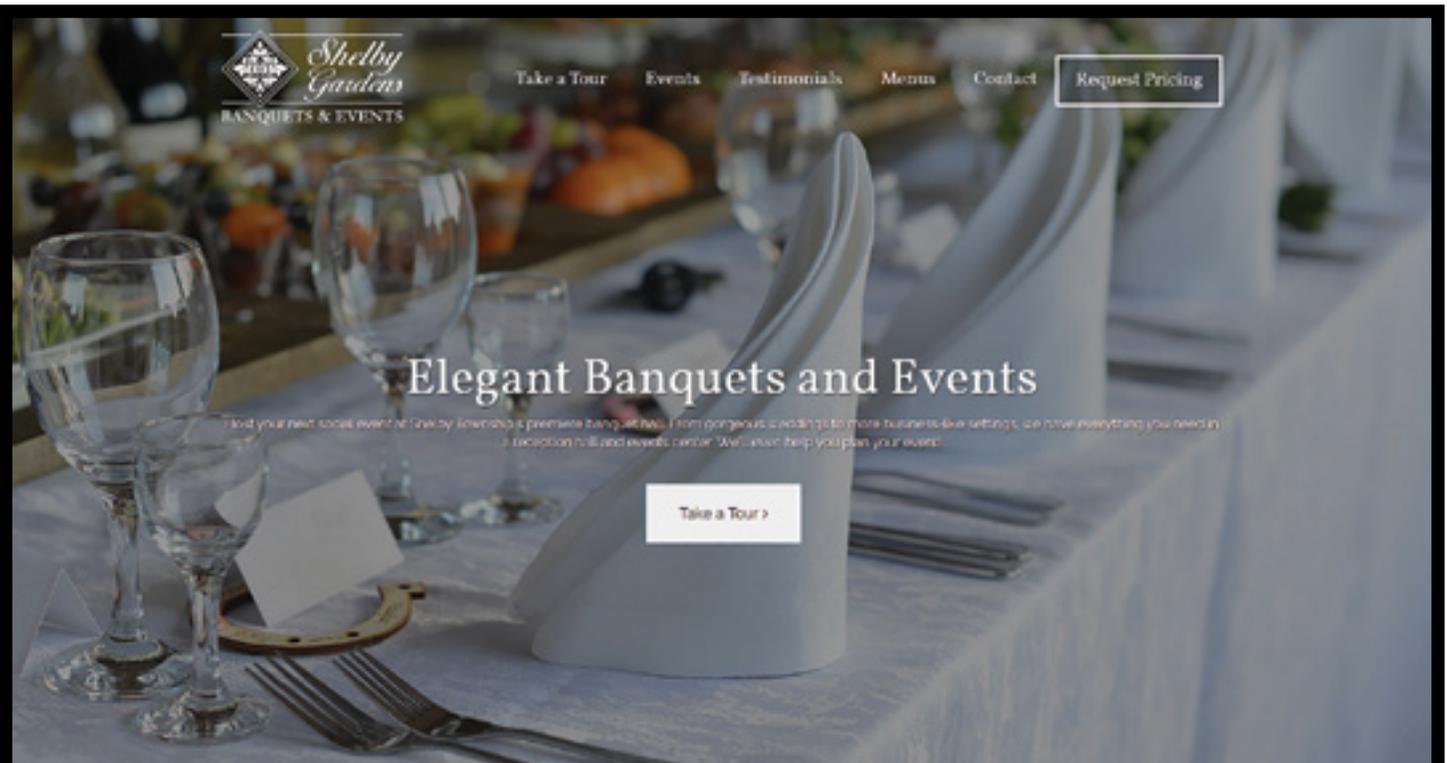
Once partnered with Momentum, we conducted a website and search analysis to fully explore what strategy would be best to get the most out of their marketing budget. Based off this research, we built and executed a comprehensive website and PPC strategy, which focused on the goals and benchmarks we had set for the website and PPC campaign.

It was also important that they were found in local search directories like Google Local, Yellow Pages, Yahoo Local, and Yelp. We implemented our local listings program and optimized their business listings in over 100 local search directories.

### KEY WEBSITE OUTCOMES

- Mobile friendly website
- Increase in organic traffic
- Increase in form submissions
- Increase in online reviews
- Decreased bounce rates
- Higher conversion rates

Shelby Gardens SmartSite - [www.shelbygardens.com](http://www.shelbygardens.com)



# Case Study

## Shelby Gardens



### RESULTS

When Shelby Gardens partnered with Momentum they were not expected to turn a profit for two years, but within the first twelve months they were profitable and investing back into their business.

Leads from their website has increased 379% since Momentum helped implement a strategic PPC strategy. More importantly, Shelby Gardens has been able to expand their banquet facilities and start a remodel of the hall because of the new sales revenue and profits the marketing campaign has generated.

### KEY OUTCOMES

- Average 40 new leads per month
- Quote over 90k in business from PPC leads per month
- Positive online reviews are up 5x
- Referrals from local search directories are up 53%

