

Digital Marketing Strategies Deployed for Ancient City Pools & Design Expand Brand Awareness, Increase Online Engagement and Drive New Sales

Ancient City Pools & Design (ACPD), a leader in creating customized pool and outdoor living experiences, sought to expand their brand footprint and drive increased engagement through a more robust digital marketing strategy. To achieve this, ACPD partnered with Mindful Solutions St. Augustine (MSSA) to develop and implement a comprehensive strategy that included website enhancements, on-page and off-page SEO improvements, social media management, content development, and a paid digital effort. By leveraging these tactics, ACPD was able to optimize their online platform, attract new customers, and ultimately boost sales. This case study explores the strategic approach, and detailed actions implemented to realize these goals.

The Challenge

Ancient City Pools & Design is a small business that needed a plan to establish and grow their business in a competitive landscape. The company's early success with minimal marketing was a clear indicator that the company had the potential to grow exponentially with the right approach. ACPD does not have an in-house marketing team and needed to outsource this function. They needed a review and recommendations for improvements to their website. Social media was an unleveraged channel for ACPD. And the company needed a cost-effective plan for launching paid digital advertising efforts. This case study will delve into how these issues are tackled to enhance ACPD's online impact and drive business growth.

The Solution

Ancient City Pool & Design's engagement with MSSA provided them with the marketing expertise and resources they need to implement an integrated yet targeted approach across multiple facets of their digital strategy.

MSSA started with a comprehensive audit of ACPD's website and online presence. From there, MSSA built a roadmap for digital media expansion that started with improvements to the ACPD website. These included: navigation and content organization edits that enhanced the user experience (UX); on-page content edits to drive SEO; implementation of expanded internal linking; creation of additional calls to action (CTAs); and ongoing updates to the website as needed.

With no social media in place, MSSA immediately set up ACPD's social accounts, performed hashtag research to leverage expanded audience reach, developed a social media content calendar, created social copy and graphics, implemented a boosted FB strategy, handled all social posting, and provided reporting and analysis on social media performance.

The final piece of the puzzle was Google Ads. For ACPD to stand out from its competition and dramatically expand its reach in local markets, one of the key marketing channels they wanted to leverage was Google Search. Through their engagement with MSSA, ACPD was able to quickly implement a targeted and strategic Search campaign that had an immediate impact on their website traffic and service consideration.

Regular performance tracking across channels and check-in meetings with the client ensure that all strategies are aligned with ACPD's goals and adjusted as needed for continued success.

Results

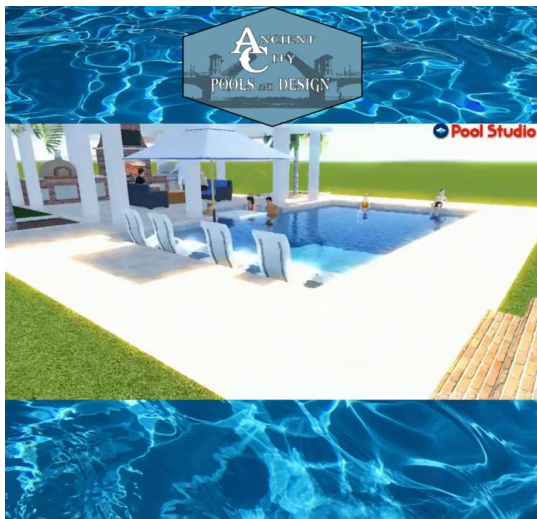
[Ancient City Pools & Design \(ACPD\)](#) continues to see an upward trend in their website traffic, search ranking, engagement, brand visibility, leads and sales. One pool sale in Q3 2024 was directly attributable to MSSA's efforts and more than offset ACPD's costs for the entire annual marketing budget.

Social Media

From February 2024 to date, ACPD's combined Facebook/Instagram reach has grown from **zero to 19.8K**, with 5.15K driven from organic posting and 14.8K driven by boosted posts. Facebook visits have grown from **zero to 2.3K**. MSSA generated **73 posts** for ACPD over this six-month period, and quickly leveraged these channels to drive site traffic and drive lead generation.

Top Performing Social Posts

Visualize your dream pool before it's built! Check out our stunning 3D pool designs and see how we can transform your backyard into a paradise. Every design is hand-crafted so you can visualize your space.



Boosted post: Reach: 5,523; Impressions: 8,889; Plays: 8,091; Interactions: 34; Link Clicks: 133

Transform your backyard into the ultimate summer oasis with our custom outdoor kitchen and pool designs. Perfect for grilling and chilling all month long! 🔥 Visit our website, ancientcitypoolsanddesign.com, to see how we can design the ultimate space customized to your need! #NationalGrillingMonth #PoolsideBBQ

Did you know we provide 3D pool designs? Utilizing information about your home and what you are looking for, we will build you a true-to-size custom design of your dream pool. Our owner, Kyle, takes extreme pride in this as he loves to be hands-on with every client to truly give them the pool they deserve! Call today to learn more (904) 295 – 7323.



Boosted Post: Reach: 3,636; Impressions: 6,096; Interactions: 13; Link Clicks: 31

Is your pool in need of some TLC? Find out about our pool refurb services. We can fix damage caused by weather and wear and tear or we can give your pool a facelift by changing the surround and features, so so it's almost like having a new pool! Give us a call today to explore the options at (904) 295-7323.



**Boosted Post: 3,482 Reach; 6,172 Impressions;
21 Interactions, 152 Link Clicks**



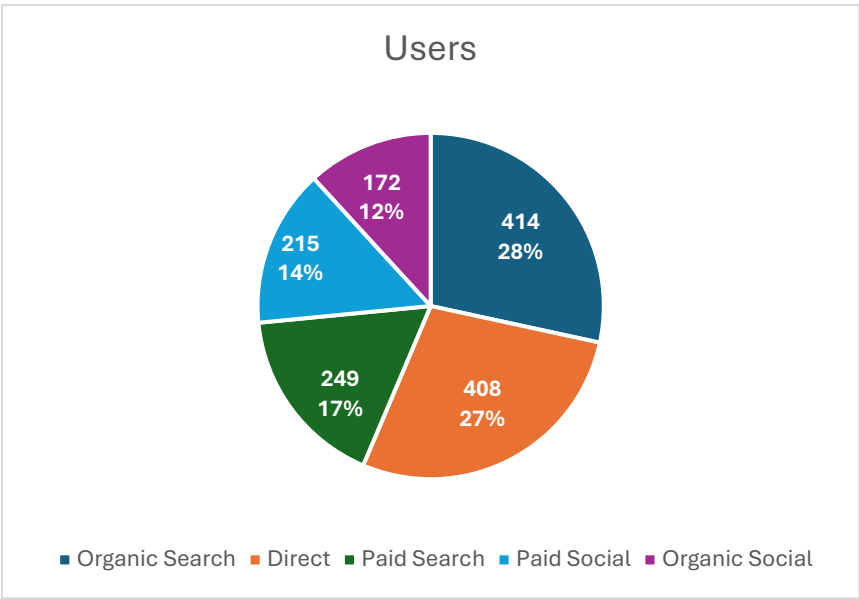
**Boosted Post: 3,197 Reach; 5,548 Impressions;
12 Interactions, 27 Links**



Organic Post: 2,896 Reach; 3,684 Impressions; 34 Interactions; 60 Link Clicks; 20 Shares

The 2024 Best of St. Augustine Community Choice Awards nomination period has begun, and we are asking you to support us by submitting a nomination for Ancient City Pools & Design as the best "Swimming Pool/Spa Construction Company" in St. Augustine. Note that once you nominate us, you can nominate again up to once a day until March 22nd. To nominate us, go to: https://loom.ly/yQ_6j-Q and click on the category Services. Thank you for your support!

Kudos to our client: As a result of their exemplary services and through an aggressive targeted social media campaign running both organic and boosted posts, MSSA assisted Ancient City Pools & Design in securing the necessary votes and support to become the winner of the St. Augustine Community Choice Awards for the category of "Best Swimming Pool/Spa Company"



Increased Website Traffic

Prior to engaging with MSSA, Ancient City Pools & Design had no website tracking in place. From January 2024 to August 2024, there were 1.5K new users with an average engagement time of 58 seconds per user, which is a phenomenal achievement. The integrated SEO and media efforts contributed to this success. The top five channels driving this traffic are shown to the left.

Google Search Campaign Results

With a conservative budget, the Google Search campaign implemented by MSSA for ACPD has exceeded expectations. Below is the KPI performance for February to date as well as ad samples.

- Impressions => 5.29K
- Clicks => 337
- Click Rate => 6.37%
- Cost Per Click => \$3.33

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www.ancientcitypoolsanddesign.com/

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In Summary, the integrated marketing efforts deployed to date by MSSA for ACPD are achieving the goals of increased brand awareness and consideration, lead generation, and sales.

“Working with Mindful Solutions has been like having our own in-house marketing team! They’ve put in the extra effort to learn our business, which has been invaluable in the campaign implementation process. We are so excited to see these efforts gaining traction to drive increased and qualified leads for our company!”

Kyle Blakely, President
Ancient City Pools & Design