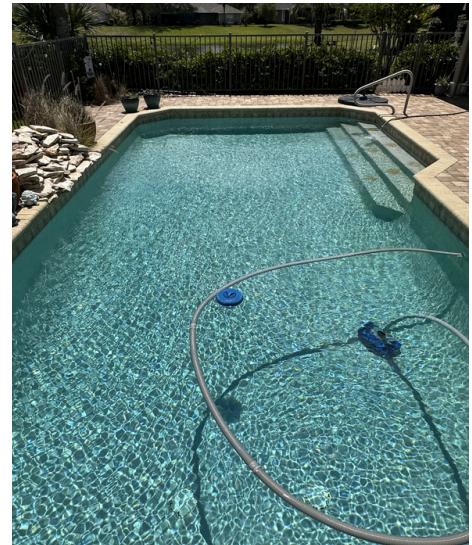
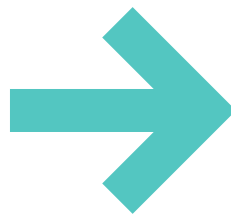


CASE STUDY

TAFT'S POOL SERVICE SEES A 3X RETURN ON THEIR MARKETING INVESTMENT THAT GENERATES 8 NEW CLIENTS A QUARTER



A DEDICATED MARKETING TEAM WITH MORE THAN 30 YEARS OF EXPERIENCE

BUILDING A STRATEGIC PARTNERSHIP THAT DELIVERS MEASURABLE GROWTH

THE CLIENT

Taft's Pool Service (TPS) is a locally owned, family-operated pool maintenance company serving homeowners throughout Northeast Florida. Known for dependable service and personalized customer care, TPS sought to strengthen its market presence and generate consistent new business growth.

THE CHALLENGE

When Taft's Pool Service partnered with Mindful Solutions, they were frustrated by the lack of results from their previous marketing agency. The agency provided minimal reporting, limited communication, and no cohesive marketing strategy. Opportunities for growth were being overlooked, and marketing efforts lacked direction, accountability, and measurable outcomes.

Owner Taft Croft was looking for more than a vendor—he wanted a true marketing partner who would take the time to understand his business and actively contribute to its success.

KEY OBJECTIVES

- Increase brand awareness throughout the service area
- Expand and strengthen social media channels
- Develop and execute an effective advertising strategy
- Improve website performance and search visibility
- Create relevant, engaging content
- Increase audience engagement
- Generate qualified leads and drive new customer acquisition

THE SOLUTION

Mindful Solutions developed and implemented a comprehensive marketing strategy designed to increase visibility, strengthen digital assets, and create a sustainable lead-generation engine.

WEBSITE OPTIMIZATION & SEO

Within the first six months of engagement, Mindful Solutions completed a comprehensive overhaul of the Taft's Pool Service website, including:

- Improved mobile responsiveness and user experience
- Enhanced service page structure and messaging
- Greater emphasis on TPS's local, family-owned business story
- Search engine optimization improvements
- Ongoing website enhancements and content updates
- Addition of animated branding elements to strengthen visual engagement

Additionally, Mindful Solutions identified and corrected issues with multiple Google Business listings that had been created by the previous agency, ensuring a stronger local search presence and more accurate online visibility.

SOCIAL MEDIA GROWTH

Mindful Solutions revitalized TPS's social media presence through strategic content development and audience engagement initiatives. Results included:

- Exponential growth in Facebook followers
- Launch and promotion of a new Instagram presence
- Massive increase in Meta engagement
- Development of neighborhood-focused content
- Creation of dynamic marketing assets featuring professional photography and videography
- Ongoing graphic design support and branded content development

YEAR OVER YEAR SOCIAL MEDIA GAINS

**10X Increase
in Followers**

165K Views

**1.7K%
Increase
in Content
Interactions**

**834%
Increase in
Link Clicks**

DIGITAL ADVERTISING STRATEGY

GOOGLE ADVERTISING

Mindful Solutions launched a Google Search campaign in May 2025 that ran through October 2025.

Campaign performance included:

- **813 website and ad clicks**
- **23 direct phone calls generated from advertising efforts**

Following strong performance and evolving business objectives, Mindful Solutions transitioned TPS to Google Local Services Ads (LSAs) in November 2025, managing the setup, optimization, strategy, and ongoing execution.

From November 2025 through March 2026, LSAs generated:

- **More than 20 qualified customer leads**

META ADVERTISING

Mindful Solutions implemented a multi-stage Meta advertising strategy featuring:

- Discovery campaigns to build awareness
- Retargeting campaigns to convert interested prospects into quote requests
- Lead generation campaigns focused on quote requests

**THE LAST META CAMPAIGN GENERATED 11 QUOTE
REQUESTS FOR TAFT'S POOL SERVICE IN JUST 2 MONTHS**

CLIENT PERSPECTIVE

"Mindful Solutions has become a true extension of our team. They've helped us grow our visibility, bring in new customers, and build a solid marketing foundation for the future. It's great having a partner that's invested in our success and always looking for ways to help us grow."

— Taft Croft, Owner, Taft's Pool Service

KEY OUTCOMES

- 10x increase in Facebook followers
- Successful launch and growth of Instagram marketing
- Complete website redesign and SEO enhancement
- Consolidation and optimization of Google Business listings
- 813 Google ad clicks
- 23 phone calls from Google Search campaigns
- 20+ qualified leads from Google Local Services Ads
- 11 quote requests generated through Meta lead campaigns in two months

REVENUE IMPACT

Most importantly, marketing efforts translated into new customers and revenue growth.

In Q1 2026 alone:

- 8 new pool service clients were acquired
- Marketing efforts generated a 2.7x return on TPS' marketing investment

Based on current performance trends, Mindful Solutions projects the marketing program will generate a minimum of 32 new clients annually for Taft's Pool Service.

WHY THE PARTNERSHIP WORKS

The success of this engagement stems from a collaborative approach. Mindful Solutions serves as an extension of the Taft's Pool Service team, providing strategic guidance, proactive communication, and hands-on execution.

Rather than simply managing marketing tactics, Mindful Solutions remains invested in the company's growth and long-term success by continually identifying opportunities, refining strategies, and delivering measurable results.

ONGOING STRATEGIES

Current and future initiatives include:

- Meta discovery and retargeting campaigns
- Google Local Services Ads management
- Neighborhood-specific content marketing
- Professional videography and photography production
- Website enhancements and SEO improvements
- Graphic design and creative asset development
- Lead generation optimization and performance tracking



THE BOTTOM LINE

By replacing fragmented marketing efforts with a data-driven, integrated strategy, Taft's Pool Service transformed its digital presence, increased brand visibility, generated qualified leads, and achieved measurable revenue growth.

Today, Mindful Solutions continues to serve as a trusted marketing partner focused on helping Taft's Pool Service and other service companies grow their customer bases and strengthen their position as leading service providers in Northeast Florida.