

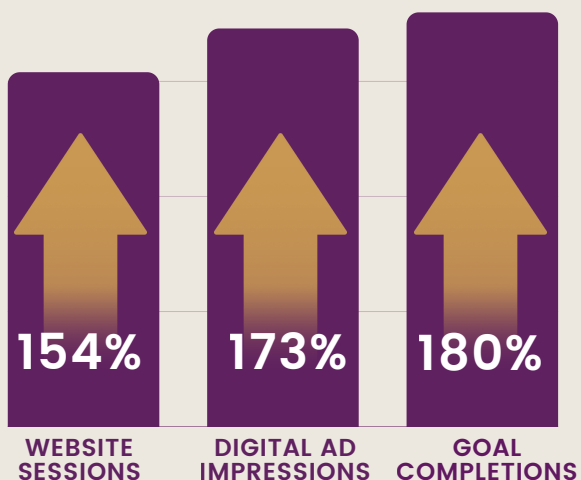


DIGITAL MARKETING CASE STUDY



RESULTS

**SUPERIOR CONCRETE PRODUCTS
SAW DRAMATIC IMPROVEMENTS
IN DIGITAL PERFORMANCE IN
THE FIRST YEAR:**



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

SARAH SCHWITTERS

Lodestar Marketing Group

INTRODUCTION

Superior Concrete Products, a national leader in precast concrete wall systems, was facing a decline in lead volume due to its reliance on traditional print advertising. With a diverse customer base spanning residential and commercial sectors, the company sought to modernize its marketing approach. Their goal was to test and expand into digital marketing as a new channel to increase qualified leads & drive growth.

SOLUTION

Lodestar Marketing Group developed a comprehensive digital strategy focused on both top-of-funnel awareness and bottom-of-funnel conversion campaigns. The approach included:

- Google Display Ads to build brand awareness and drive traffic
- Search Campaigns targeting branded, product-specific, and competitor keywords
- Remarketing Campaigns to re-engage site visitors
- SEO Optimization to improve organic visibility
- Concora Integration to streamline product exploration and lead capture

This multi-touch strategy drove traffic from paid search, display, organic, and referral sources, with paid search emerging as the top driver of goal completions.

CONCLUSION

Superior Concrete Products successfully transitioned into digital marketing with measurable results. The strategic campaigns not only reversed the decline in lead volume but also established digital as a high-performing channel. With continued optimization and integration, the company is well-positioned to scale its lead generation efforts and maintain momentum across both residential and commercial markets.