

Home Services Case Study

How Strategic Marketing Increased Revenue by \$100K+

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Business Profile

Industry: Home Services / Construction

Sub-Industry: Tile Installation and Restoration

Region: Midwest

Starting Revenue (Jan 1 - March 5, 2025): \$120,000

Ending Revenue: (Jan 1 - March 5, 2026): ~\$226,000

Starting Employee Count: 9

Ending Employee Count: 12

Number of Owners: 1

Purpose of Engagement: Implement a structured marketing strategy to generate consistent inbound leads, increase revenue, and move the business from negative profitability to sustainable growth.

ROI Summary

Total Increase in Annual Revenue: ~87% increase (YOY for same period)

Total Increase in Gross Margin: ~\$500 to \$138,000

1. About the Business

This is a locally owned tile installation and restoration company specializing in high-quality custom work. The business is highly craftsmanship-driven, with strong project outcomes but historically limited marketing infrastructure.

Prior to engagement, the company relied primarily on referrals and inconsistent inbound demand. While the work quality supported premium pricing, the lack of digital visibility and lead generation systems restricted growth and created financial instability for the owner.

2. Initial Challenges

At the start of engagement, the business faced several key issues:

- No consistent or scalable lead generation system
- Limited online visibility despite strong service quality
- Over-reliance on word-of-mouth referrals

- Inconsistent revenue and negative profitability

Financially, the impact was significant:

- Revenue (Jan 1 – Mar 5, 2025): **~\$120,000**
- Gross Profit: **~\$500**
- Operating Income: **-\$91,000 (loss)**

The business was operating at a loss, with no predictable system to generate new work.

3. Operational Results

A. Sales Volume

Action Item	Baseline Condition	Cogent Action Implemented	Result
Lead Generation	Referral-based and inconsistent; no predictable/steady flowing pipeline	• Implemented SEO strategy with copy • Website optimization for conversion • Ongoing content development for brand • Google Ad Management	Generated consistent inbound leads for the owner
Revenue Growth	~\$120,000 (Jan 1 - Mar 5, 2025)	Full marketing strategy and execution across website, SEO, advertisement, and content	~226,000 (Jan 1 - Mar 5, 2026), an increase of over \$100,000
Organic Lead Flow	No consistent organic traffic	Website copy updates, blog strategy and keyword targeting	• Leads generated organically for the owner • Google ad budget could decrease because of organic traffic

B. Direct Labor

Action Item	Baseline Condition	Cogent Action Implemented	Result
Hiring Pipeline	No structured hiring visibility or	Increased brand visibility and promoted culture through Meta hiring campaigns	Generated 10-12 qualified hiring leads in less than 3

	inbound applicants		weeks, resulting in 2 strong hires
Workforce growth	Limited team capacity	Increased demand driven by marketing efforts	Expansion of team including installers, leadership roles, and support staff

C. Marketing

Action Item	Baseline Condition	Cogent Action Implemented	Result
Online Presence	Limited digital presence and visibility	Website launch (Dec 2024) with SEO foundation and consistent web updates to keep content fresh for search engines	Established professional digital presence and allowed owner to be known throughout his region
SEO Strategy	No SEO or content strategy	Service area pages to localize his services, monthly blog implementation, keyword targeting across the website	Achieved page one rankings for key service terms, increasing his digital visibility
Traffic Source	Reliance on referrals and inconsistent sources	Focus to strengthen organic strategy with strong SEO and content	Majority of traffic and leads for the owner are now coming from organic search, allowing him to save advertising budget after allowing organic time to build
Paid Advertising	Non-existent and budget sensitive	Strategic use of Google Ads and Meta Ads until organic was able to scale	Ability to pause ads while still maintaining lead flow due to strong organic performance
Content Strategy	Minimal content, no video strategy, work was not being shown	Implementation of video and social content strategy	Increased engagement and brand visibility across platforms and was able to build trust with clients by showcasing his amazing work

D. Cash Flow

Action Item	Baseline Condition	Cogent Action Implemented	Result
Profitability	Operating at a loss of ~\$91,000	Increased revenue through marketing-driven demand	Achieved positive operating income of ~\$58,000
Gross Profit	~\$500	Increases and stabilized lead quality and consistency as well as job volume	~\$138,000 gross profit

E. Return to Owner

Action Item	Baseline Condition	Cogent Action Implemented	Result
Owner income	Negative profitability and financial strain / debt	Implementation of full marketing strategy	Transition to positive income and improved financial stability

F. Owner Quality of Life

A short description of improvements to the owner's quality of life (i.e., health, community/family, interests, personal finances, reclaimed time). Include quantitative data where applicable.

Dimension	Baseline Condition	Post-Implementation Outcome
Time	Working in the Business - Scheduling Sales & Project Management	Has delegated Sales & Project Management to 2 of his employees, allowing him to work on the business vs in the business
Stress	High Level of Debt, Lack of Control, Fear of Failing	Current Portion of LT Debt has been restructured, allowing him to breath regarding his tight cash position, he controls the business via KPIs & Numbers, learning the be efficient in the art of asking the right question

6. Client Reflection / Testimonial

“Cogent has been very helpful for my company. The analyst showed me where my weak points were and gave me a clear roadmap to success. That was followed with a project manager that understood my needs and helped me implement systems and processes to elevate use to the next level. Before Cogent things were a bit foggy, but now I can make educated decisions based on true data and accurate projections.”

- Owner