

**“People don’t buy what you do, they  
buy why you do it.”  
– Simon Sinek**

# **MKTG Case Studies**

**SEE THE BUSINESSES  
I HAVE BEEN  
A PART OF.**

**BRADEN TOBLER**  
Digital Marketing Consultant

# Case Studies

## INTRODUCTIONS:

**Digital marketing strategies are always evolving and going through constant changes. You must invest your efforts into marketing strategies that have long lasting positive benefits with lower risk. Marketing strategies must be dynamic and evolve as the tactics change.**

**Beginning my marketing career in 2013 I became deeply involved in the mechanics of digital marketing. Continuing my career I gained experience working on a multitude of product and service businesses. Working with small local to multi million dollar generating national companies I gained valuable experiences from a variety of challenges.**

**I look forward to working with you and your team to reach your marketing goals.**

## **PAST WORK:**

**Working within an agency has allotted me experience in marketing a variety of fields and professions.**

**Additionally I have spent time working with local small businesses in the following fields.**

- **Dentistry**
- **Audiology**
- **Education**
- **Assisted Living**
- **Contractors**
- **Landscapers**
- **Furniture Stores**
- **Accounting**
- **Legal Professionals**
- **Real Estate**
- **Jewelers**
- **Electricians**
- **Technology Services & Products**
- **Extreme Sport Products**

**Marketing is always evolving and going through with constant changes with adaptations in online digital marketing strategies. You must invest your efforts into strategies that have long lasting positive marketing benefits. Your strategies must be dynamic and evolve as the tactics change.**

**“Companies today more than ever must consider every touch point & micro moment they have with their customers.”**

# Case Study

## DIXIE 4 WHEEL DRIVE

[WWW.DIXIE4WHEELDRIVE.COM](http://WWW.DIXIE4WHEELDRIVE.COM)

### A Specialized 4X4 Auto Shop

Dixie 4 Wheel Drive offers the most unique and amazing upgrades for off-road and 4X4 vehicles across the nation. Central to St. George, Utah they are in a mecca of some of the most premier off roading environments in the United States.

### Goal: Increase Marketing Efforts & Online Presence

Working with them increase digital marketing efforts and web presence and traffic online I am able to offer them digital marketing consulting and full task execution. We have a great relationship and understand the customers passion to drive, build and buy top-of-the-line jeeps, trucks and side-by-side improving them with upgrades and vehicle modifications allowing customers to build a vehicle that can get them anywhere there heart desires.

### Skills Used Within Their “Marketing Execution” Marketing Service Engagement Option

- Market Data Analysis & Research
- Search Engine Optimization
- Content Marketing
- Email Marketing
- Search Engine Marketing
- Conversion Rate Optimization
- Business Listing Management
- Customer Review Gathering
- Social Media Marketing
- Video Creation
- Graphic Design
- Web Development

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# Case Study

## ROYAL LEGAL SOLUTIONS

[WWW.ROYALLEGALSOLUTIONS.COM](http://WWW.ROYALLEGALSOLUTIONS.COM)

### Legal Solutions For Real Estate Investors

Royal Legal Solutions offers unique services to real estate investors that otherwise was withheld for investors with much bigger books of business. Scott Smith an attorney at Royal Legal Solutions offers professional asset protection for real estate investors and other professionals. His customers are looking to protect their assets from potential litigations and lawsuits in the United States, the most litigious nation in the world. Scott states that for real estate investors it's not will you get sued, but when will you get sued.

### Goal: Team Growth And Business Scaling Via Upper Level Consulting

Helping Scott and his in house team scale and grow their digital marketing strategies in a very competitive space has been a incredible experience for me. I have stepped onto their team as a management level consultant offering them contractor and team management of their digital marketing tactics. I have been able to move their team in efficient direction at a faster pace than many companies are capable of doing with a marketing agency or the average inexperienced in-house digital marketer.

### Skills Used Within Their “Marketing Execution” Marketing Service Engagement Option

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# Case Study

**LAZALU**

[WWW.LAZALU.COM](http://WWW.LAZALU.COM)

## **Lazalu, Zion National Parks Off Grid Retreat**

**“Lazalu” has opened up to the world through the great services of Airbnb and VRBO. His home has been a retreat for artists over the last twenty years and is now welcoming guests to its secluded retreat in the backcountry of Zion National Park.**

## **Goal: Develop A Online Presence With A SEO Focus**

**Working with Robert to create a brand new website that is focused on being prepared for more digital marketing efforts and a long term web presence I was interested in offering him a four month digital marketing refresh engagement package.**

**Following our project Robert will have a new website that is prepared to be competitive over time around the competitive market around Zion National Park as a remarkable vacation lodging option and retreat for those that would like to experience Zion National Park away from the massive crowds.**

**See what makes Lazalu so remarkable as a secluded retreat or destination wedding location. Lazalu has so much to offer its guests.**

## **Skills Used Within Their “Marketing Execution” Marketing Service Engagement Option**

- Market Data Analysis & Research
- Web Development
- Search Engine Optimization
- Content Marketing
- Customer Review Gathering
- Social Media Marketing
- Video Creation

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# Case Study

## MOAB CLIFFS & CANYONS

[WWW.CLIFFSANDCANYONS.COM](http://WWW.CLIFFSANDCANYONS.COM)

### Moab Cliffs & Canyons, Professional Guide Services

The team at Moab Cliffs & Canyons is filled with professional adventure guides that are extremely passionate about the services and trips they have taken their their customers on. Moab Cliffs & Canyons offers the most thrilling and unique adventure tours in the mecca of adventure, Moab Utah. They are known for their refined professional tour guide services and skills since 1999 and the amazing experiences they provide adventurous vacationers.

### Goal: Increase Online Presence In A Competitive Market

Moab has seen a massive growth over the last few years as more and more people are going outdoors and pursuing the adventurous opportunities that Utah can offer. Moab Cliffs & Canyons has gone incredible work over the years and are known as one of the most recognized and long standing guide services in Moab, but they needed to have a bit more of a site refresh in order to become more competitive in the Moab search traffic.

I am very excited to see the results in the future working to improve their SEO background and increase digital marketing efforts.

### Skills Used Within Their “Marketing Execution” Marketing Service Engagement Option

- Market Data Analysis & Research
- Search Engine Optimization
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# Case Study

## WINDOW EXPRESSIONS

[WWW.WINDOW-EXPRESSIONS.COM](http://WWW.WINDOW-EXPRESSIONS.COM)

### Local Window Treatment Store

Window Expressions reached out with some concerns regarding previous search engine optimization they had invested in. The industry is full of people that have followed poor and outdated practices and promising results. The issue at hand was some local optimization with business listings had caused Window Expressions to not rank for some of the most popular and appropriate keywords for his services.

### Goal: Improve Business Listing & Ranking Problems

Their main focus was to rank for window blinds and window shutters in the southern Utah areas including Cedar City and St. George. After looking into the website and competitors I noticed that there was need for more off and on-site local optimization in order to make it clear to search bots that he needed to rank for the services the business provided in the local market. After changes were made the following results were seen.

#### Window Expressions Local Business Listing Results

St. George Rankings	9/13	9/28	Improvement
Total Keywords You Rank For	166	269	162.05%
Average Rank	16	10	6
Rankings In Top Five	12	38	316.67%
Rankings In Top Ten	31	111	358.06%

Cedar City Rankings	9/13	9/28	Improvement
Total Keywords You Rank For	61	267	437.70%
Average Rank	16	10	6
Rankings In Top Five	0	49	N/A
Rankings In Top Ten	9	129	1433.33%

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# Case Study

## WINDOW EXPRESSIONS

### Continued:

Once my keywords had been targeted, I took the time to improve on-site optimization for the appropriate keywords in a natural manner. After a few days we noticed great placement in the search results and within about two weeks we saw incredible shifts and many new rankings. Often times you may have everything lined up with local business listings but not make it clear to search bots what you do. By naturally writing your web content for Google you can make it very clear what services or products you provide. With a little more focus on the on site changes to his website I had him ranking for very competitive keywords in the local markets quickly.

### Skills Used During Marketing Refresh Project

- Market Data Analysis & Research
- Business Listing Management
- Search Engine Optimization
- Web Development

**I'm a digital marketing consultant focused on competitive and niche industries.**

**No need for a massive agency team.**

# Set Up A Consultation

**I DELIVER FOCUS. NO  
FLUFF.**

**JUST 100% STRAIGHT  
TALK & RESULTS!**

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