



How Digital Marketing Broke All-Time Sales Records For A 50+-Year-Old Company

Smiley's Glass

CASE STUDY

A Digital Marketing plan helped this local small business break sales records year after year.

About Smiley's Glass

Smiley's Glass is a family-owned and operated mobile auto glass repair shop located in Richmond, VA. Founded in 1963 by Warren Smiley, Smiley's Glass has been committed to providing its customers with the finest automotive glass replacement available. In the current day, Smiley's Glass is an industry leader in the latest auto glass replacement technologies to include calibration of modern vehicles' lane departure and collision avoidance systems.



"We first started working with Advanté-BCS in 2016 for website hosting. Starting in 2017, we've had them managing all of our Digital Marketing efforts, and the results have been exceptional! Thanks to their Digital Presence Builder plan, we've seen a steady stream of new customers and have set sales records in 2018, 2019, and even throughout the tough year of 2020."

Sandra Carrique
President | Smiley's Glass

Implementing Digital Marketing to Supplement Existing Advertising Successes

Smiley's Glass initially came to work with Advanté-BCS at the recommendation of their previous marketing person when she decided to exit her business. Initially, Advanté-BCS was tasked with just their website hosting and support services.

Smiley's Glass had tried Google Ads and had a freelancer posting to social media. However, the digital marketing efforts had been a bust up to that point. Starting in February 2017, Smiley's Glass decided to begin using Advanté-BCS's Digital Marketing Services. In addition to social media posting and website blogging, Smiley's Glass set a budget for both Google and Facebook advertising with the hopes of solving their Digital Marketing challenges.

Since 2017, Smiley's Glass ad campaigns have generated:

- 2 Million targeted impressions on Google Ads
- Over 182,000 interactions on Google Ads
- 1.2 Million targeted impressions on Facebook
- Over 132,000 local users reached on Facebook



Google Ads Had Not Previously Met With Success

Before implementing successful Digital Marketing campaigns, Smiley's Glass's single largest driver of new customers was a successful radio campaign. As Advanté-BCS began working with Smiley's Glass to correct deficiencies on their website, we saw a positive impact on the website's effectiveness in converting new customers.

Smiley's Glass wanted to see if the same success could be achieved through Digital Marketing, particularly Google Ads. Their previous efforts involved using a freelancer to manage social media posting and a radio network to manage Google Ads.

The Google Ads campaign was not effective in driving new customers to request a quote from Smiley's Glass. We've seen this often when a client engages a larger regional or national entity to manage their digital advertising. Local small businesses typically don't get all of the attention they need because they're not working with a large advertising budget.



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Breaking Sales Records Year After Year

Through monthly reporting, Smiley's Glass is able to see not only the sales leads generated but also the overall increase to website traffic that tends to grow exponentially as a client maintains our Digital Presence Builder service.

Smiley's Glass Digital Marketing plan has met with great success. Traffic to the website increased by 22% in 2018, and the bounce rate was reduced by 27%. Google Ads and an increased social media reach produced a steady and reliable stream of new customers, and Smiley's Glass has enjoyed the largest sales volume years ever. New company sales records were set in 2018, again in 2019, and 2020 brought the third-highest sales revenue even though there was a two-month pandemic slowdown.

Implementing A Unified Digital Marketing Plan

Starting in February 2017, the Advanté-BCS team created a Digital Marketing plan for Smiley's Glass. Google Ads and social media posting strategies were unified, and we also implemented other Digital Marketing services such as Facebook Ads and blog posting to improve search engine optimization.

We also recognized an opportunity to create online videos based on their existing radio commercials. In their first year, these 30-second videos generated:

Over **40,000** views on YouTube

Almost **50,000** views on Facebook

We took care to make sure quote requests submissions and phone calls that originated from Digital Ads are accurately reported. These successes are detailed in monthly reports to the client.

"I was introduced to Sandra by a mutual friend who was operating a boutique marketing agency. When our friend decided to exit her business, she recommended that we take over the website support and hosting. As we stepped in and recommended improvements to the website, it became apparent that there were big opportunities to market Smiley's Glass's services online. This led to a great partnership that has improved both of our businesses."

Frank Petrov
Founder | Advanté-BCS

