



CASE STUDY



 **AUGURIAN**

CASE STUDY: ACUCRAFT



THE CLIENT >

Acucraft is a small business that manufactures custom designed, hand-built luxury fireplaces. For over 40 years they've been crafting one-of-a-kind fireplace solutions for luxury homes, multi-family properties, restaurants and more. They are based in Big Lake, MN.

THE CHALLENGE >

Previous marketing partners had failed to grasp Acucraft's market niche. As a result they were receiving leads that were high in quantity, but extremely low in quality.

THE SOLUTION >

The focus for Augurian became creating more evergreen content to capture as much relevant high-funnel traffic as possible. Users could then be driven to lower-funnel content and product pages, while Acucraft positioned itself as an authoritative resource within the industry.

A previously developed brochure on fireplace trends had received a positive response but generated minimal website traffic. Still, the brochure's subject matter was identified as potentially powerful content for improving rankings and search volume.

BLOG

Augurian was entrusted with full production responsibility for this blog from start to finish. At the beginning, Augurian and Acucraft worked together to identify the industry trends of 2020 that best related to Acucraft's offerings. On August 6, 2020, "Fireplace Trends 2020: Seven Ideas to Inspire Your Next Design" was published.

“ At Acucraft, we always focused more on product, customer stories, our offerings...not so much about the industry or trends. So I was a little apprehensive at first, but the results blew me away. ”

Missy Ramberg - Director of Marketing at Acucraft



THE RESULTS:

ACCORDING TO Missy Ramberg, Director of Marketing at Acucraft, their blog had historically “never really gotten a lot of traffic.” That changed once the fireplace trends blog went live.

“It was almost instantaneous that we started seeing results,” Missy recalls. “I remember a month after we launched it, Cassie was sharing our monthly content report and I was like, ‘these numbers can’t be real!’ We had never seen a blog post skyrocket like that, from impressions to click through rate to conversions. I was in awe.”

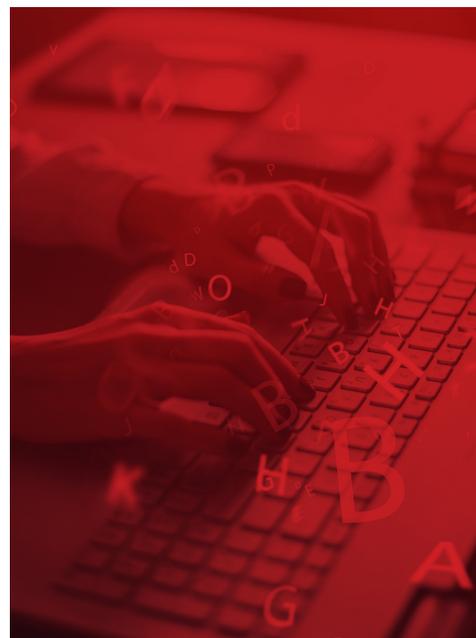
OF COURSE, it didn’t stop with that first month. By March of 2021, that one blog had achieved several remarkable metrics.

- It had driven nearly 7k clicks from 150k impressions.
- It was ranking in the top 10 for nearly 300 relevant keywords.
- It had driven 9, 654 lifetime pageviews, more than 460 of which were return visits.

Keeping it going with a 2021 refresh >

Leaning into the idea of evergreen content, Augurian recommended a refresh when SEO traction began to slip. On January 28th, 2021, the blog was refreshed to “Fireplace Trends 2021: Seven Ideas to Inspire Your Next Design.”

“It did exactly what we were hoping it would do,” says Missy of the refresh. Between January 28th and March 12th, the average CTR had increased 1.9% to an impressive 6.5%. The refresh also drove a stunning 450% increase in clicks in that time frame, improving the blog’s average position to 10.





THE RESULTS:

GOALS COMPLETED>

IN 7 MONTHS, the blog drove a minimum of 78 goal completions within the same session, valued in Google Analytics at \$21.1k.

The goals were:

- 55 calls from site
- 4 chats to leads
- 5 request brochures
- 5 contact form submits
- 2 product page forms
- 1 outdoor brochure
- 1 design book request
- 1 gas brochure download

The calls from site were a particularly exciting win for Acucraft. "We were trying to focus on getting more calls from customers because call-in leads tend to be the best kind of leads. So seeing the number increase with this content was great."

THE TAKEAWAY:

USING HIGH-LEVEL industry trends, blogs are a powerful strategy for driving traffic. But best results only come with strategic implementation. Augurian handled this blog from the earliest stages of ideation, to initial publication and the subsequent refresh. As a result of the team's careful planning and execution, exceptional results were achieved every step of the way.

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