



Diving Into **Success** With Plunge Pools

A Case Study in Market Leadership

brand3[®]

Brand3 helped Woodfield Outdoors grow from \$2M to \$12M in revenue in just four years. This is the story of one of many campaigns that helped drive that growth.

This is how a \$14K marketing investment generated \$600K in revenue for Woodfield Outdoors.



THE OPPORTUNITY

Woodfield Outdoors is a renowned luxury pool builder serving affluent homeowners in the Baltimore and DC area.

Their ideal customers seek a touch of elegance and relaxation in their outdoor spaces through high-end pools and landscaping solutions. They also share a common constraint:

Properties are short on space, and homeowners don't want lengthy construction disrupting their lives and lawns.



Enter Plunge Pools—a beautiful, space-efficient solution that's quick and easy to install.

These innovative pools represented an untapped opportunity in the Baltimore-DC area, but their growing popularity would soon generate strong, local competition.

If Woodfield could move fast enough and market effectively, they could dominate this lucrative new segment of the luxury pool market.

THE FOUNDATION FOR SUCCESS

Woodfield's ability to capitalize on this Plunge Pool opportunity wasn't accidental. We had already laid the foundation for their success over several years by:

- **Crafting a distinctive brand identity** that resonated with Woodfield's target audience and positioned them as the premier outdoor living expert in the Baltimore-DC area.
- **Building consistent brand awareness** through ongoing marketing initiatives that established trust and recognition.

Our efforts enabled Woodfield to seize this new market segment with immediate credibility and customer confidence.



Extraordinary results don't come from isolated tactics but from **consistent and strategic brand initiatives** that compound over time.

Brand3 approached this opportunity with our proven Brand-First Strategy.

This strategy accelerates growth for luxury home service providers by ensuring their brand's messaging and visual identity resonate deeply with their target audience.

1 Strategic Messaging

Building on Woodfield's established luxury brand, we positioned Plunge Pools as a natural extension of their premium offerings. Our messaging emphasized elegance and practicality for space-conscious, sophisticated homeowners.

We spoke directly to their desires: luxury without limits—premium pools free from space and time constraints.

2 Targeted Campaign Deployment

We launched a precision-targeted marketing campaign in late December 2023, carefully timed to catch homeowners in their planning phase for spring and summer projects. Our multi-channel approach included:

- Social media advertising focused on affluent neighborhoods
- Programmatic display ads targeting qualified homeowners
- Strategic email campaigns to high-income households

This data-driven plan would reach the right homeowners at the perfect moment and turn interest into action.

3 Lead Generation & Appointment Setting

Woodfield's process centers on their meticulously refined design consultation that turns interested prospects into committed clients, making it their most powerful sales tool.

Our primary goal was clear—get as many qualified leads as possible into these high-converting appointments. We achieved this through three crucial strategies:

- 1. A System for Identifying Quality Leads.** We created a clear set of criteria to identify and prioritize serious buyers, ensuring every consultation was with someone ready to invest in a luxury plunge pool.
- 2. A Process for Turning Interest into Appointments.** Our dedicated campaign landing pages showcased beautiful plunge pool designs and included an automated booking system, making it easy for prospects to schedule consultations.
- 3. A Framework for Keeping Prospects Engaged.** We developed a series of automated follow-up messages that kept Woodfield top of mind and maintained momentum with interested buyers.

The response **exceeded all expectations**, with design consultation appointments booking two months in advance.

THE RESULTS

Woodfield's \$14,000 marketing investment generated \$600,000 in revenue.

The financial success was just the beginning. Like any well-executed campaign, this one created additional strategic advantages that continue to strengthen Woodfield's market position:

Longer Sales Cycle

The four-month campaign was extended to seven months due to high lead volume and demand, surpassing all revenue projections.

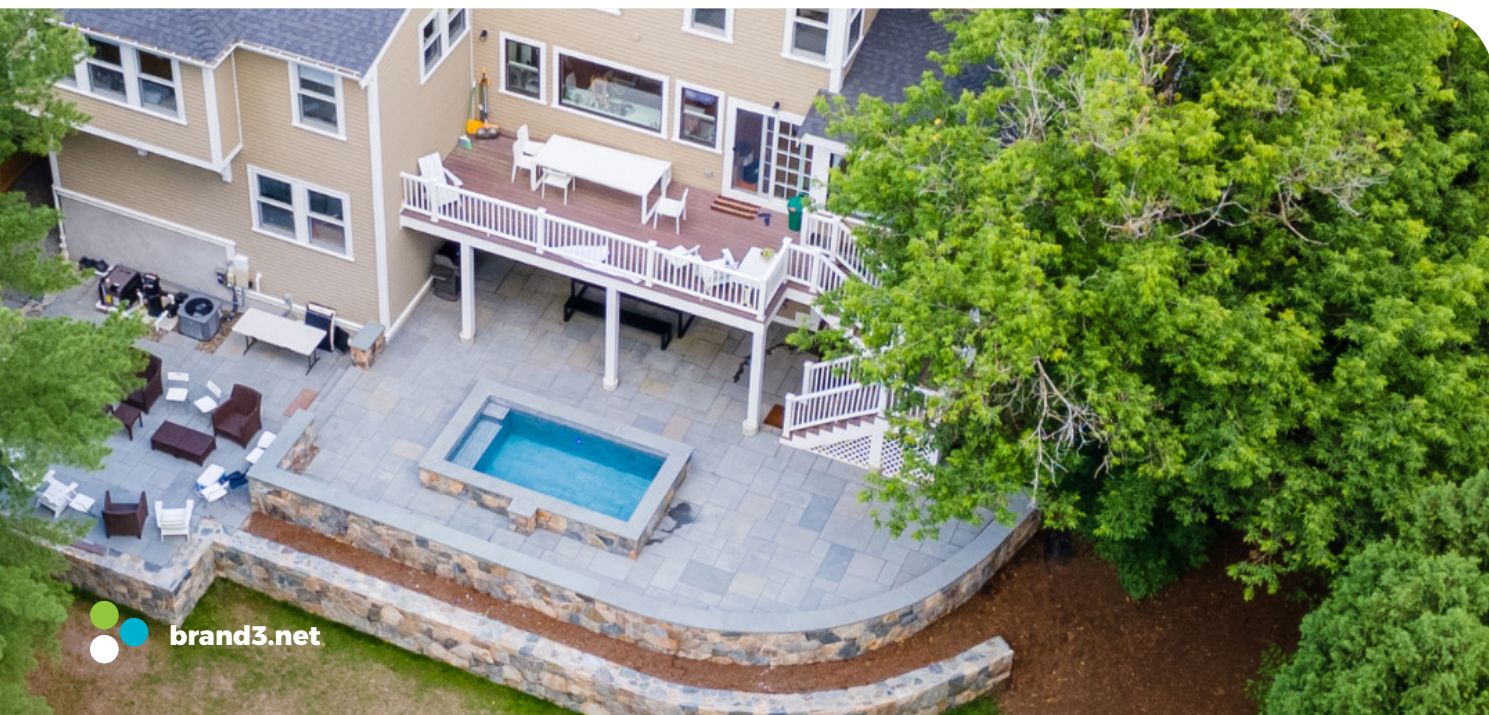
Competitive Advantage

Woodfield claimed the lead in the luxury plunge pool market, outpacing all regional competitors and cementing their position as the go-to expert.

Sustainable Growth

The campaign created a network of delighted homeowners who became brand advocates, generating an ongoing stream of high-value referrals.

This Plunge Pool campaign exemplifies how our partnership continues to **drive exceptional growth** for Woodfield.



Ready to write your own success story?

Our Growth Partnership Program helps service-based businesses rethink marketing and double their revenue in three years without wasting time or money.



"Brand3 transformed my business. Their strategy allowed me to reduce my marketing cost and double the size of my business within 2 years."

- Peter Curro, Woodfield Outdoors

Schedule a Call Today!

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