



KRROP

CASE STUDY

Early Growth-Stage General Contractor

Goal: Awareness, Web Presence, Quick Wins
Target: Commercial and Residential Construction
Method: Website, Social, CRM, CPQ alignment
Baseline: Word of mouth marketing, proposals taking >2 weeks, very slow organic growth (<5% in 3 years)

Rapid Results

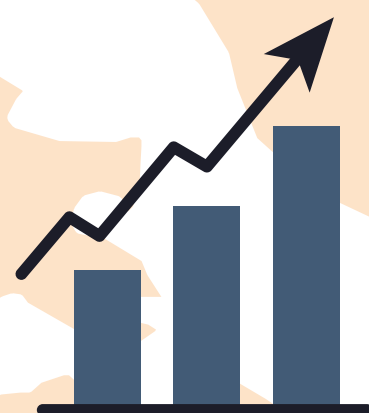
3 of 4

Proposals Closed In first 2 months

Sustained Growth

+150%

Revenue in 1 year



530

New Leads in CRM

New Contacts and Companies in a true sales funnel.



Simple lead flow through new website allowed quick new leads.



CRM implementation allowed regular contact with leads.



Integration of Quoting and Billing platform, allow >70% less time to create detailed quotes.



100% increase in quotes generated above baseline in first 2 months.