



ultraviolet

marketing at a higher frequency

Swenson Granite Works case study

how lookbooks and price guides pay off

results

Average conversion
rate of

38.5%



43,743

Form submissions
received

Contact database
grew by

53%



Visitors accounted

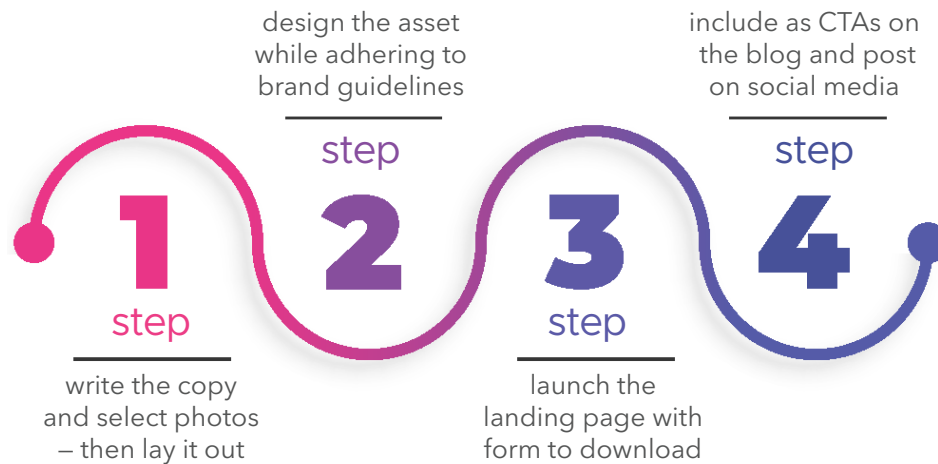
for **35%**
of website traffic

over the past 18 months, we:

- Encouraged blog readers to download the lookbooks and price guide through strategic call to actions included in posts that publish bimonthly.
- Promoted the assets frequently on social media with graphics and links to the landing pages with forms to download.
- Featured the guides as download inspiration on thank you pages for other assets.

The lookbooks we designed and digitally marketed efficiently expanded Swenson Granite Works' community, captured leads and allowed them to repurpose existing imagery of their products in an inspirational and informative way. Publishing themed lookbooks and promoting them through social media and strategic call to actions continue to capture new leads and showcase their products.

how we got there



Swenson Granite Works, a Polycor Inc. Company, and B2B / B2C granite quarrier and natural stone supplier, came to us looking to capture more leads, and showcase imagery of their granite and natural stone products in a way that would inspire New Englanders.

Using professional photography of hardscape projects featuring Swenson Granite Works' products installed by their contractor customers, we designed eight inspirational lookbooks, which expanded their library of digital assets, giving them quality content to offer to their audience. They will continue to have new assets designed, published and promoted consistently.

lookbooks included in the collection

Steps & Treads

Lake House

Pools & Patios

Grounds & Gardens

"When you work with ultraviolet you are not simply working with an agency, they become an extension of your marketing team. They go above and beyond to learn about the company, products, customers and the stakeholders - this dedication yields tools that are not only professionally and visually appealing, but quality assets that work to deliver results!"

- Amanda Pittsley
Swenson Granite Works