

 **TEN PEAKS MEDIA**

YEAR IN REVIEW 2022

1755 TELSTAR DR., COLORADO SPRINGS, CO

WHAT IS THE PURPOSE OF OUR YEAR IN REVIEW?

1755 TELSTAR DR • STE 300, COLORADO SPRINGS, CO
9 SPANISH PASS RD BLDG B, BOERNE, TX



If you are considering partnering with a marketing agency, one of the first questions you should ask is for their performance results and testimonials. On the following pages are 2022 results from clients managed by Ten Peaks Media.

2022 was a great year for our clients and it is my honor to share these results with you. If you are ready to partner with a strategic and proven marketing agency, look no further. We value long-lasting relationships with our clients built on trust, data, transparency, and results.

A professionally managed and executed marketing plan can deliver exponential growth for your business. Since 2005 our agency has refined and reimaged what marketing looks like with the ever-changing digital world.

We are a revenue-driven marketing agency, which means we use top-level research, artificial intelligence, and data to drive our marketing decisions.

As you dive into our 2022 Year in Review I must also thank our amazing team in Colorado and Texas. Without their diligence, expertise, and professionalism, none of this would be possible. When our

clients win – we win! That’s the way business should be. Know that our agency will handle your marketing budget with a fiduciary and ethical responsibility.

Please continue reading, and next year we hope to share your success story with Ten Peaks Media.

Joshua D Cates

Founder & CEO

josh@tenpeaksmedia.com

*Businessman of the Year 2021
Colorado Springs Advertising ICON
recipient
DoD Top Secret Clearance
Entrepreneur and Business Coach
Multiple ADDY Award recipient*



HC HAMMERS CONSTRUCTION

Commercial Construction

PROJECT SCOPE

State of the art website,
and regional SEO strategy

CHALLENGE

Regional commercial construction contractor was dominating his local market but wanted to expand throughout the Denver and Front Range area. With no local presence in Denver the challenge was to gain traction for local search results without a physical location in the market. Additionally, many of the leads generated were from residential construction, and this client only does commercial, so resources and energy were being wasted on invalid leads.

SOLUTION

Ten Peaks Media created a new website that was optimized for regional Search Engine Optimization (SEO). Using our expertise in regional SEO, we employed on-page, off-page, content marketing, blogs, link building, local citations, and guest blogs to increase the client's visibility across all of Colorado. We also developed a strategy for content, keywords, Search Engine Results Page (SERP) values and links to target only commercial construction leads.

133%

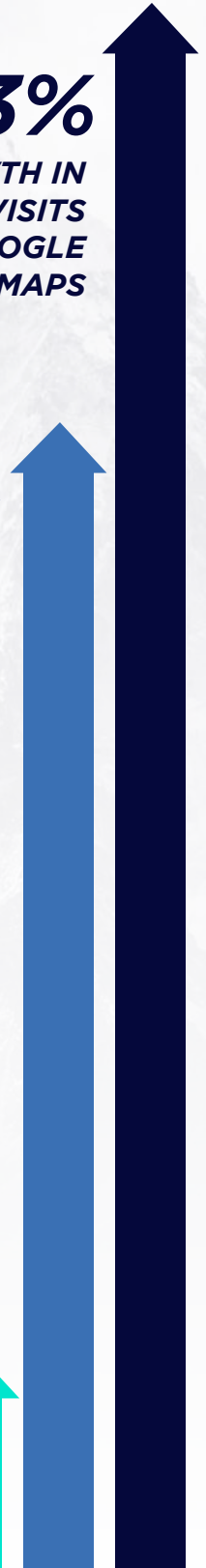
**GROWTH IN
WEBSITE VISITS
FROM GOOGLE
MAPS**

114%

**INCREASE IN
PHONE CALLS**

11%

**NEW WEBSITE
USER GROWTH**



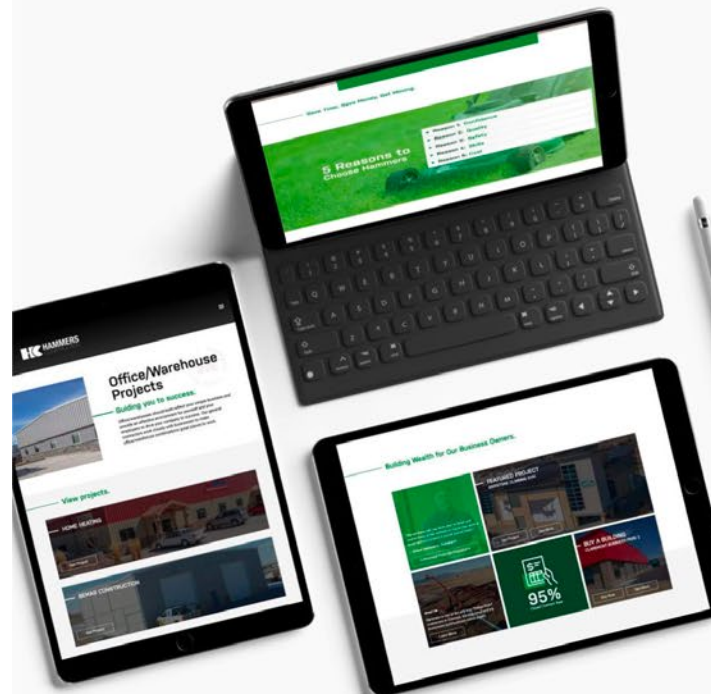
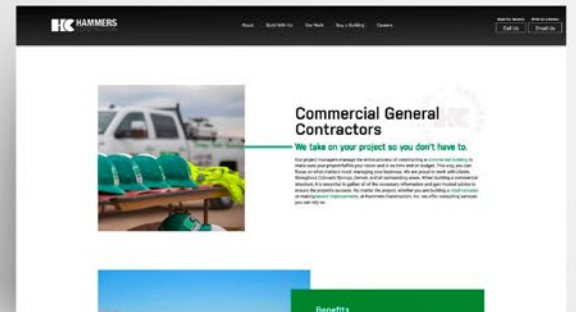
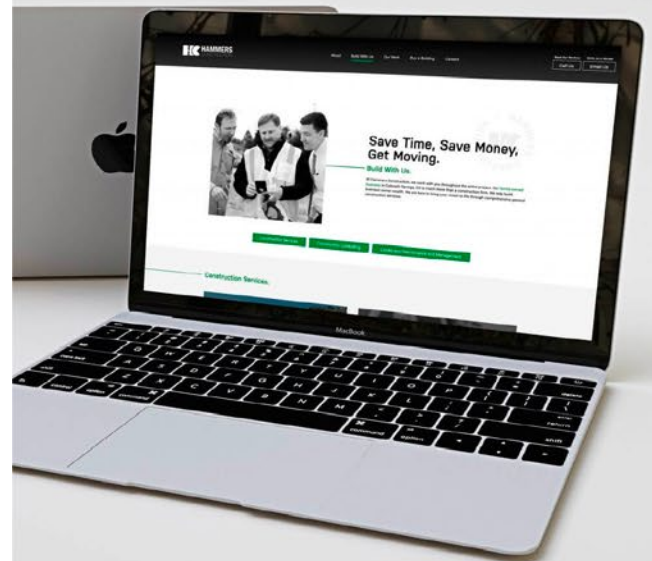
THE RESULTS

The commercial contractor now has first page organic positioning for multiple high value, competitive keywords statewide. Additionally, there was no organic ranking at all for Denver search terms, and we have maintained a steady organic growth to begin ranking in the Denver market. New website users have grown by 11.08% and most of the residential inquiry users have been excluded through targeted SEO efforts. There were 3,784 website visits from Google maps, up 133.01% along with 705 phone calls, up 114.45%.

“Ten Peaks Media has redone our website, they are in total control of our SEO, and now doing our blogs. It’s been absolutely amazing. Hammers is 5-star rated under Google, we are averaging 14 quality construction leads a week, and I would say probably 90% of them are coming from our SEO.”

**-Steve Hammers,
PRESIDENT**

Leveraging expertise in regional SEO, we employed on-page, off-page, content marketing, blogs, link building, local citations, and guest blogs to increase the client’s online visibility.





TX

MARINE RIGGERS Boat Repair & Services

PROJECT SCOPE

Development of new website and online presence that generates new clients.

CHALLENGE

A marine and watercraft service company has a physical location in small-town Boerne, Texas, but most customers live at least 30-miles away in the San Antonio metroplex. Overcoming the "near me" searches meant getting creative with both local Search Engine Optimization (SEO) and Google Business Profile (GBP) strategies to begin showing up for search terms important to their success.

SOLUTION

Ten Peaks Media created a new website and began a strategy using local SEO, GBP management, review management, and social media management. Keyword research helped us understand what the customers were looking for, so our creative team produced graphics and images attractive to the boating audience.

1,500%
INCREASE IN
CALL VOLUME FROM
GOOGLE BUSINESS

900%
NEW WEBSITE
USER GROWTH

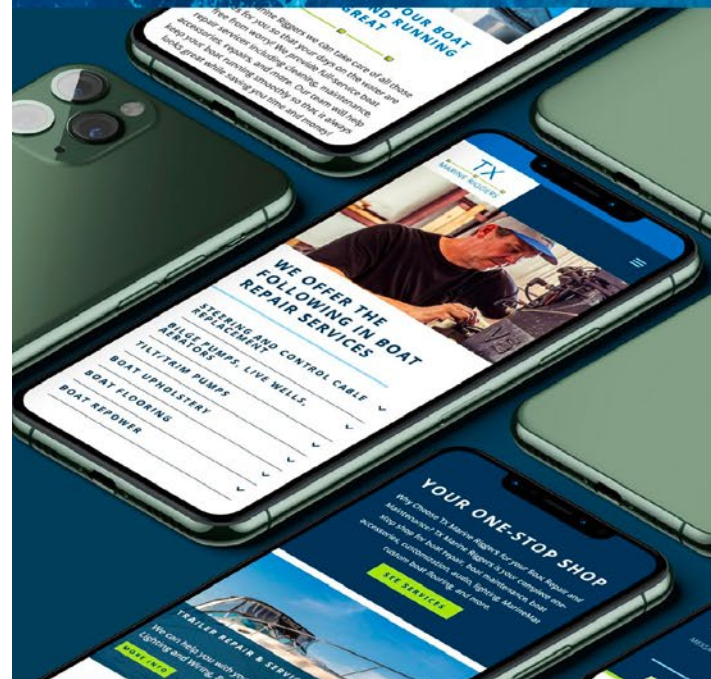
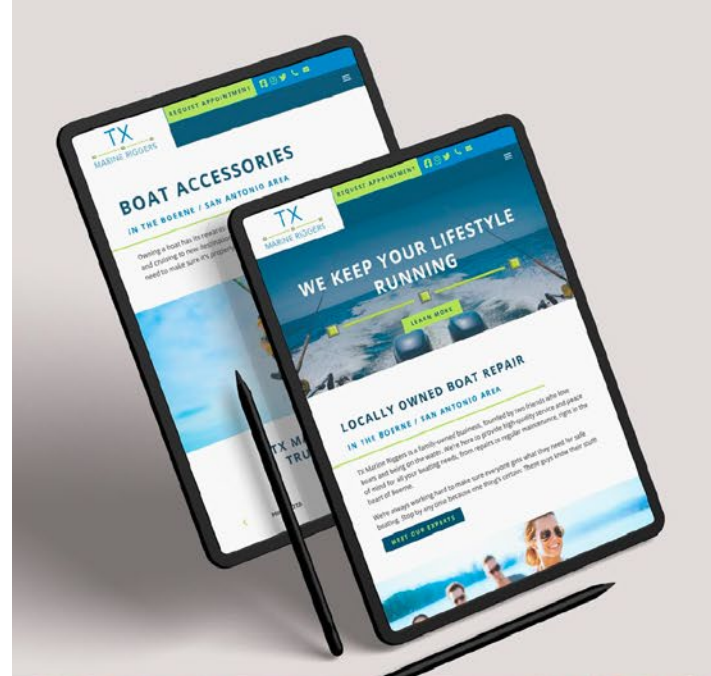
800%
GROWTH IN
GOOGLE BUSINESS
PROFILE VISITORS

THE RESULTS

New users to the website grew by 908.98%, with website sessions growing 735.03%. The Google Business Profile page had website visits up over 800%, tracked call up over 1,500%, and driving directions up over 350%. Reviews began coming in and were promptly responded to, which led to an increase in search visibility scores.

“Ten Peaks Media is hands down the best marketing agency around. We hired Ten Peaks to handle all aspects of our business marketing and social media presence as well as a professional brand-new website. They have grown our audience and brand awareness and continue to make the phone ring with new business! The staff is professional and super easy to work with. Our relationship with Ten Peaks is the smartest business move yet, allowing us to focus on operations. Great job Ten Peaks!”

**-Robert Mikalonis,
OWNER**





Home Remodeling Service

PROJECT SCOPE

Strategic combination of regional SEO and SEM to generate revenue

CHALLENGE

This home remodeling service company had a niche market. Just trying to rank for remodeling resulted in most leads and calls looking for a service Load Bearing Wall Pros did not provide. The physical location was in a suburb of a large metroplex area increasing the challenge of being found on local map searches. Bad leads from generalized search terms resulted in lost time, opportunity, and wasted ad spend.

SOLUTION

Ten Peaks Media realized that keyword and market research was critical to success. Long tail keyword and negative keyword strategies were employed to attract and identify potential customers in their service niche. Search Engine Optimization (SEO), Google Business Profile (GBP), and paid Search Engine Marketing (SEM) strategies were applied to increase traffic and leads while reducing wasted spend.

1,500%

**INCREASE IN
CALL VOLUME FROM
GOOGLE BUSINESS**

1,000%

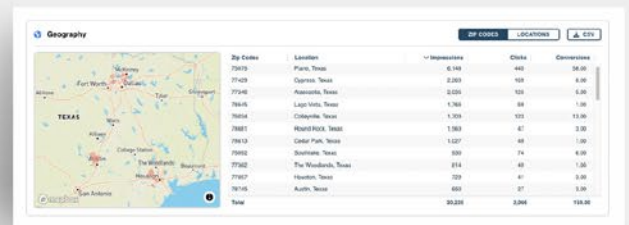
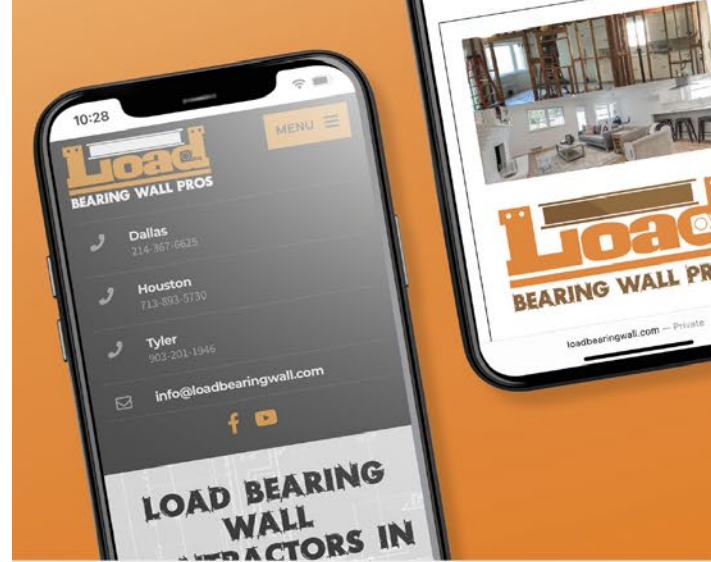
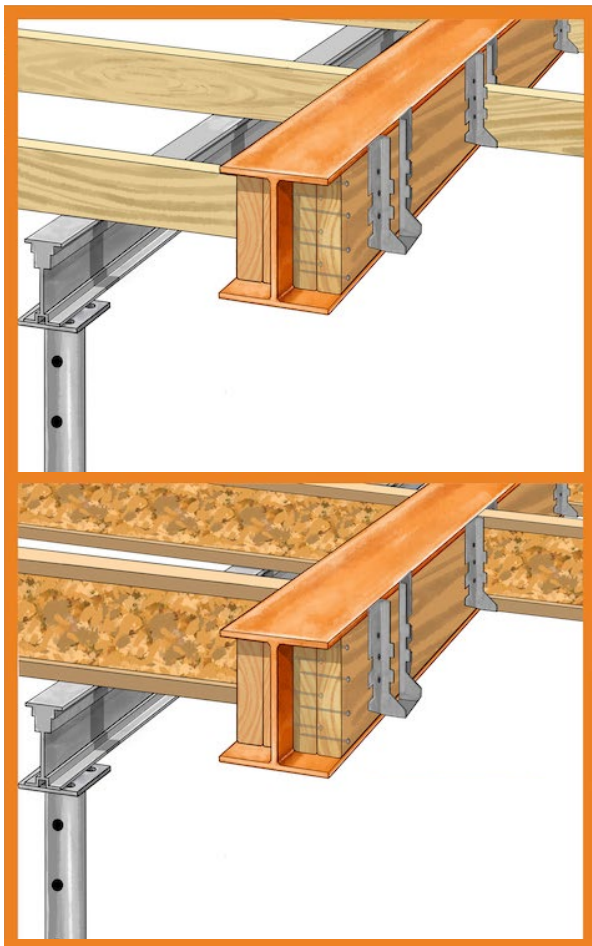
**RETURN ON PAID
SEARCH ENGINE
MARKETING**

365%

**NEW WEBSITE
USER GROWTH**

THE RESULTS

Year over year, new users to the website grew by 365.38%, with website sessions growing 396.1%. The Google Business Profile page had website visits up over 800%, tracked call up over 1,500%, and driving directions up over 350%. Reviews begin coming in and were promptly responded to, increasing search visibility scores. Calls from Google maps are up 16.1% and requests for directions are up 28.9%. Additionally, Search Engine Marketing paid for itself in the first full month, generating a 900% return on ad spend. During the 4th Quarter, this client experienced an average of 1,000% return on ad spend each month.





Medical Services Practice

PROJECT SCOPE

Medical Services Practice website generates patients leads with SEO services in Colorado Springs

CHALLENGE

The healthcare and medical services market in Colorado Springs is highly competitive due to a combination of factors including the large number of providers operating in the area and the high demand for these services from residents. Practices must be creative and innovative in their marketing strategies to stand out from the crowd and attract new patients. Additionally, healthcare consumers are becoming more educated about their options, which means that they are often more selective when choosing a provider or service.

SOLUTION

This practice has trusted Ten Peaks Media since 2019. We created a new website June 2020 that was optimized for local SEO. Using our expertise in local SEO, we employed on-page, off-page, content marketing, blogs, link building, local citations, and guest blogs to increase the medical practice's visibility across their market area. Year-over-year our lead generation strategies have produced growth and new patients for this client.

700%

**RETURN
ON AD SPEND**

31%

**INCREASE IN
NEW WEBSITE
VISITS**

7%

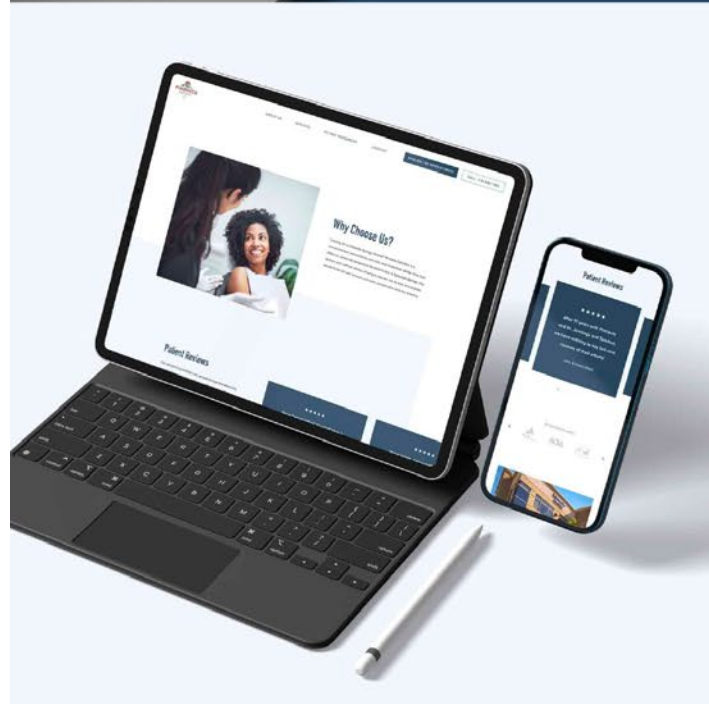
**MOBILE PHONE
APPOINTMENT
BOOKINGS**

THE RESULTS

Each year the client's website has increased in organic position, and in 2022 they enjoy page one (top) ranking for multiple high value, competitive keywords in their local market. New visitors to their website were up 31.32% year over year.

“Love Josh, Bob and the team! They are extremely professional and provide quality products. We have worked with Josh in the past and didn't hesitate at all to be a part of his new company! Keep up the good work Josh and team!”

**-Sue Ann Jennings,
OFFICE MANAGER**





Home Services Heating, AC and Plumbing

PROJECT SCOPE

Strategic large website rebuild, Regional SEO deployment and Google advertising campaign.

CHALLENGE

The old website was not user friendly, had a massive number of inaccuracies, old or bad information, and was not conducive to easy new client conversions. While reconstructing a new site with over 10,000 words of keyword rich content authored in-house by our staff, we also set out to double revenue with an aggressive and new AI-drive Google ads campaign.

SOLUTION

Behind the scenes our Client Strategist worked to correct many data reporting issues for new client acquisition, rebuilt the CRM reporting data, and through all efforts combined our team is proud to report that we more than doubled annual revenue year-over-year. An aggressive attack on all fronts combined to create a wholistic customer journey where new clients acquired were also at an all-time high. We also eliminated over 10% of Google Ad Waste and decreased the client's cost-per-lead and cost-per-acquisition. All in leading to a 1,100% return on ad spend for 2022.

1,162%

**RETURN ON
GOOGLE
AD SPEND**

50%

**INCREASE IN
NEW CUSTOMERS
YOY**

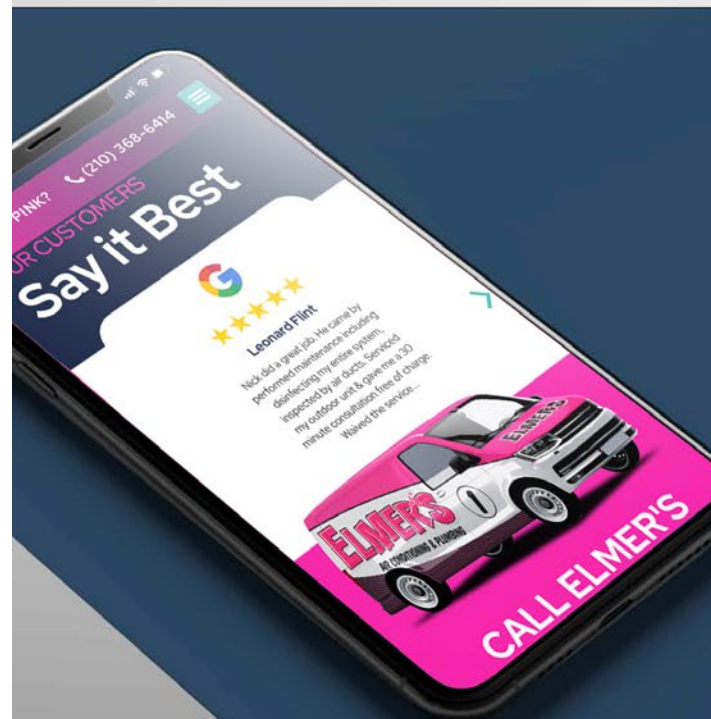
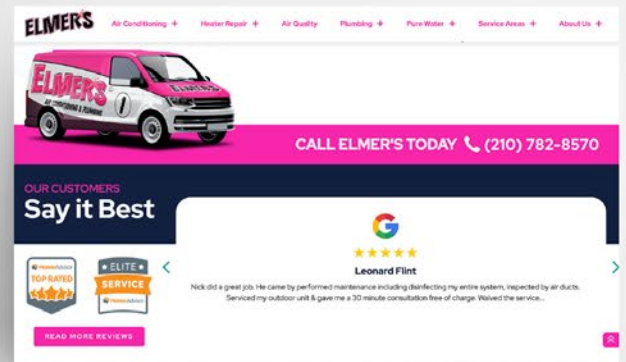
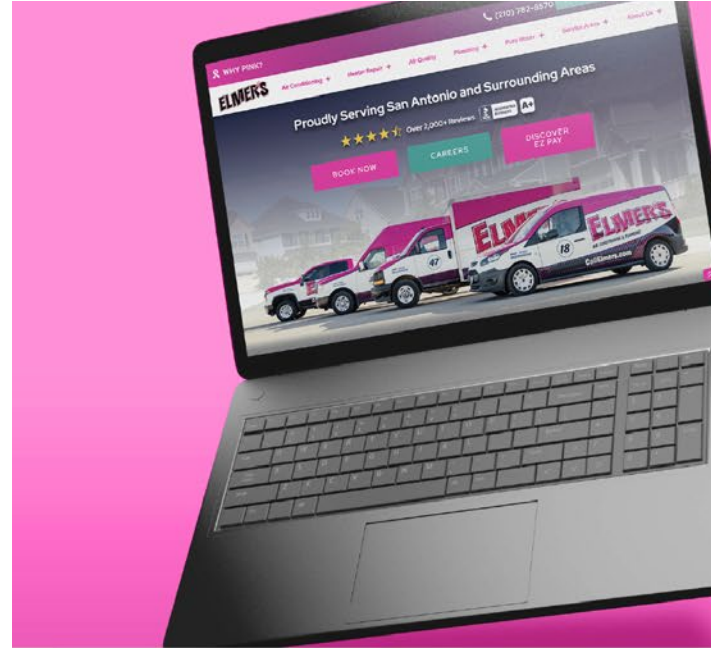
2x

**DOUBLED
REVENUE YEAR
OVER YEAR**



THE RESULTS

The leading sales channels for 2022 included Google Business Profile, Website and Google Ads. All impacted directly by our team's work, strategy and deployment of local SEO services, Google paid advertising research, deployment, creative and management, and our award-winning website development team. All leading to record growth numbers for 2022.





2022 SUMMARY OF SUCCESS

2022 was a great year for our clients. Under our marketing and management they are winning more market share and have clarity on their true client acquisition costs and revenue sources. Compiling data from 42 of our clients, below are six key performance metrics from 2022 that speak to our performance and capabilities.



473k

*New Google Business
Profile Visitors*



238k

*New Website
Visitors*



788k

*Increase In
Phone Calls*



14.8m

*New Customer
Impressions*



135%

*Average SEO
Growth*



\$18M

*Largest YOY
Client Growth*

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO) is critical for any business. However, many marketing agencies have a hard time showing the true revenue generated from SEO. Our team is able to show annualized and monthly returns on your SEO investment. Giving a clear picture to what your marketing investment is returning on your Google and Search Engine rankings for top keywords related to your business or practice.

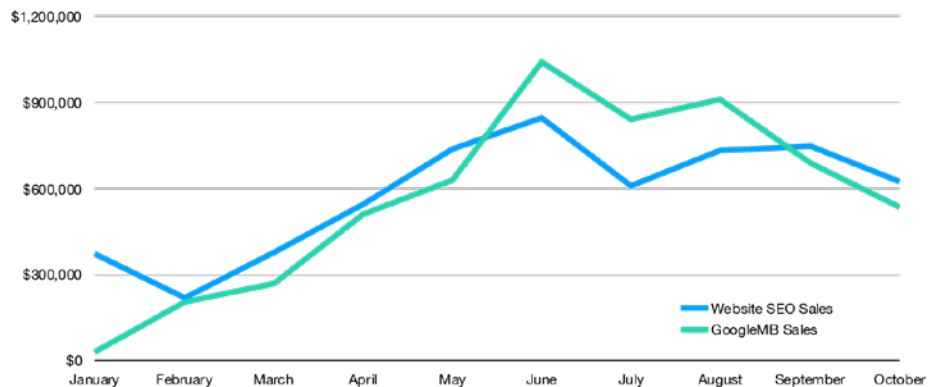
Online Visibility & SEO Effort | Ten Peaks Media

The Ten Peaks Media effort in search engine optimization in order to gain visibility organically is highly successful.

This success is visualized in the line chart showing the sales volume and trend for 2022.

So far this year, the SEO initiative has:

- Generated \$11.5M in sales
- Cost \$103k



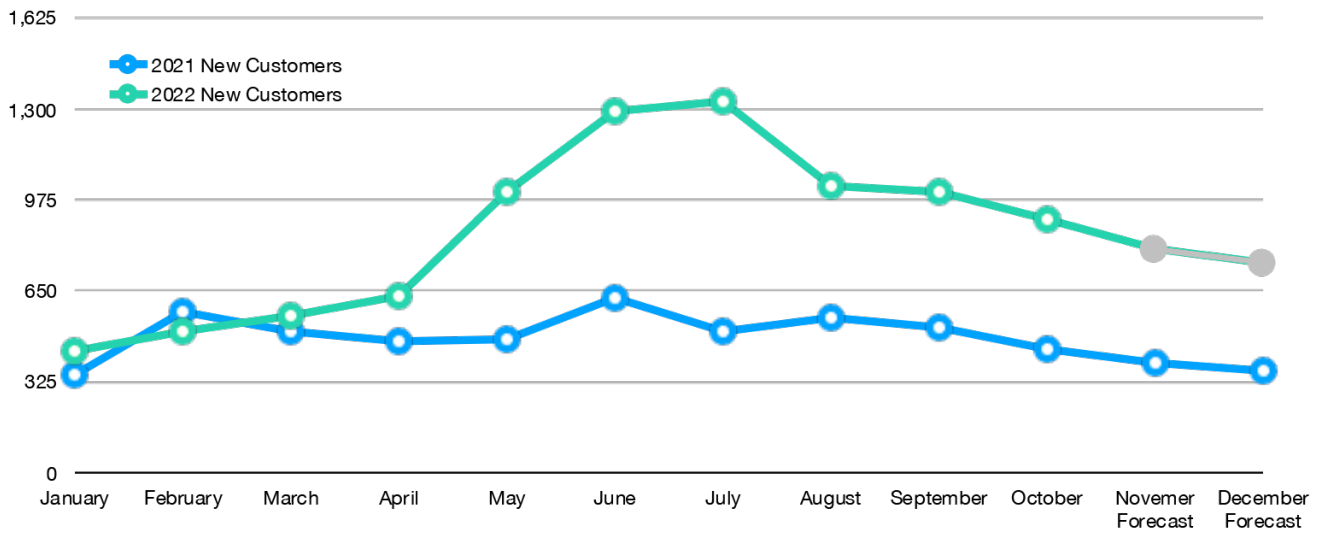
HEAR FROM OUR FOUNDER

Joshua Cates with Ten Peaks Media discusses why SEO is critical to your business success.

NEW CUSTOMERS GENERATED

Numbers never lie. Below you will see the performance of Ten Peaks Media's management beginning in March 2022. In August of this year, our client exceeded the total number of new customers acquired versus all of 2021.

New Customer Acquisition 2021 vs 2022 Comparison



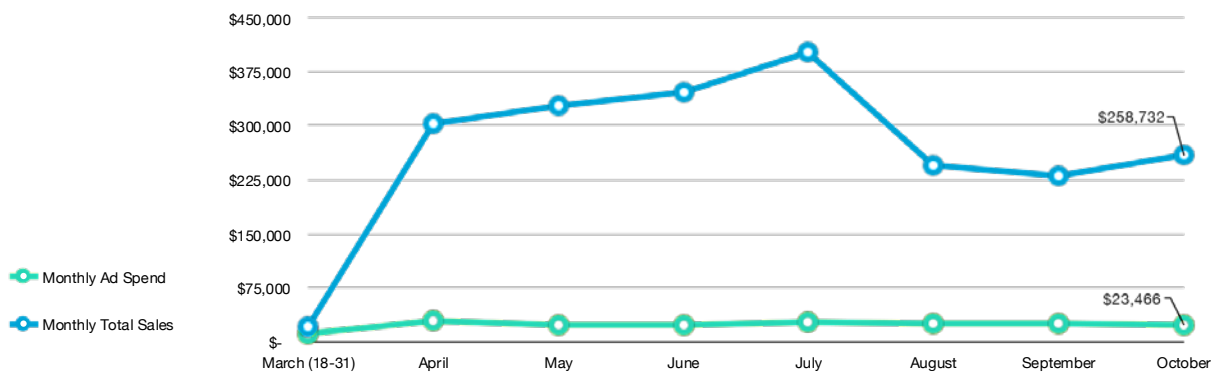
New Customer Count via Client Software Tool

	January	February	March	April	May	June	July	August	September	October	November Forecast	December Forecast	YTD Total
2021 New Customers	350	578	502	471	476	625	508	553	521	443	390	367	5,784
2022 New Customers	435	506	558	628	1,003	1,291	1,327	1,028	1,003	905	797	750	8,684
% change (+/-)	24%	(12%)	11%	33%	111%	107%	161%	86%	93%	104%	88%	94%	50%

RETURN ON AD SPEND

Ten Peaks Media was tasked with cleaning up an out-of-date and inefficient Google ads campaign for one of the leading HVAC / AC companies in San Antonio, Texas. As you can see below, our first full month was April 2022, where we returned 10X ad spend. Year to date we are now over an 1,100% return on ad spend (ROAS). This is compared to an average of 150% ROAS prior to hiring our agency.

Return on Ad Spend (ROAS) for Search Engine Marketing via Google Ads



HEAR FROM OUR FOUNDER

One of the most frustrating parts of a marketing plan can be paid advertising. If you've tried ads on Google, Facebook or Instagram with mixed or bad results, you're not alone.



**Award-winning
consulting and
marketing firm
with the expertise
to drive your
business forward.**



Contact

WEBSITE

tenpeaksmedia.com

PHONE

830.388.8110

EMAIL

josh@tenpeaksmedia.com



**Scan to
schedule your
appointment**



Locations

BOERNE, TX

9 Spanish Pass Road
Boerne, TX 78006

COLORADO SPRINGS, CO

1755 Telstar Drive
Colorado Springs, CO 80921