



Discover How...

Absolute Aluminum Saw a 500%+ Increase in Online Reviews That Resulted in a HUGE Boost In Organic Traffic



About Absolute Aluminum

Based in SW Florida, the experts at Absolute Aluminum are outdoor living specialists servicing Venice, Sarasota, and surrounding communities since the late 1980s.

The Challenge

When Absolute Aluminum first contacted gFour, they were struggling to find a way to track their referrals and repeat business. They also needed help getting more reviews because at the time they had fewer than 100.

The Solution

In 2019, Absolute Aluminum enrolled in gFour Marketing's **Professional Program** and since that time, nearly **2,000 customers** have been activated into the program.

The program elements include:

- **Thank You Card, Gift Card, and Feedback Card**, all of which are direct mail pieces designed to nurture client relationships from day one.
- **Referral Rewards Mailer and Program** to reward clients for their introductions to other homeowners with gift cards and quarterly prizes.
- **Quarterly Print and Monthly Email Newsletters** to stay in touch with customers using entertaining and engaging content.
- **Keep-in-Touch Emails** to maintain ongoing communications with timely tips.
- **Authentic Feedback Program** to encourage online reviews by automating the process.

The Results

Absolute Aluminum is enjoying a **500%+** increase in Google reviews going from just **70 reviews** to nearly **500**. Their BBB online reviews also grew by **over 60**.

They have received nearly **200 reviews** through their website from their gFour program.

Emails sent by gFour on their behalf boast an **open rate of 31.4%** as compared to the industry average of 18%.



*"I thought I would share my web analytics. We have been on your robust program for a year and three months. This is the report that just came to me. My **Google reviews are up from 70 to 473!** Overall traffic to the site is **up by 91.5%YoY** with a large increase in new users to the site with 92%. Organic search remained the main driver of traffic to the site with 77.58%, a **98% increase YoY**. Direct traffic is also up YoY with a **17% increase.**"*

D.J. Desjardins

Owner, Absolute Aluminum/Absolute Window & Door