



CASE STUDY

MAKING A SPLASH

HOW WE HELPED THE
POOL INDUSTRY IN HOUSTON

REVERENT

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INTRO

Have you ever felt your business would do so much better if more people knew about it? Maybe you have a phenomenal product or service that you wish to present to the public, but your business is held back by a website that just does not speak to how talented you truly are. Jackson Regas, owner of Waterside Poolsapes faced this exact problem.

SUMMARY

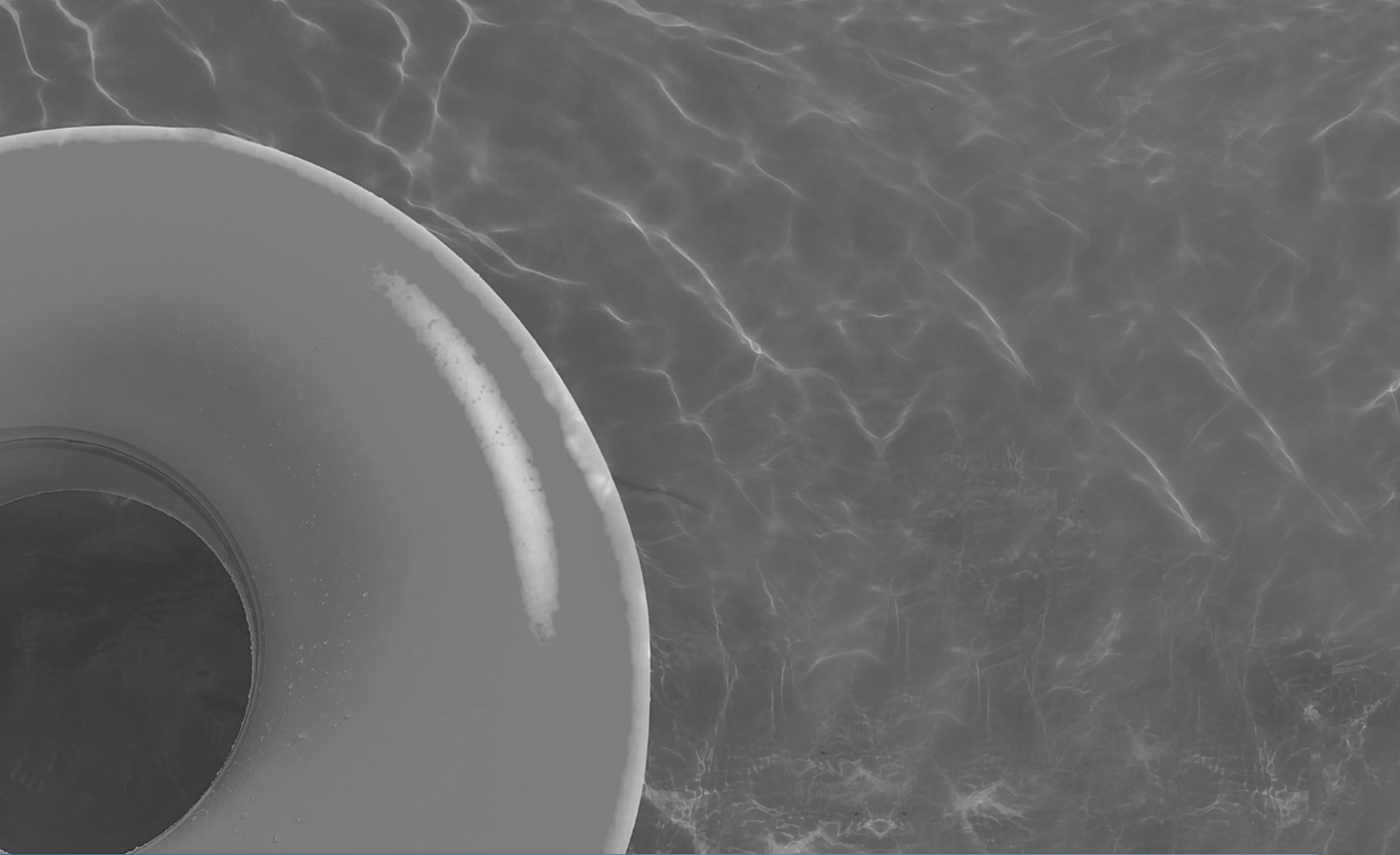
Waterside Poolsapes is defined by their mission: to make the process of beginning home pool construction so simple the customer can get excited about it.

Unfortunately, they struggled to attract many customers due to the inability to properly represent their quality work online.

Here's how we helped Waterside Poolsapes become one of the **top pool building companies in Houston**.

OUR ROLE

- ✓ **WEBSITE REDESIGN**
- ✓ **BRANDING REDESIGN**
- ✓ **EMAIL CAMPAIGNS**
- ✓ **LEAD GENERATING PDF'S**



WHAT HELD WATERSIDE POOLSCAPES BACK?

A LACK OF A CLEAR BRAND MESSAGE

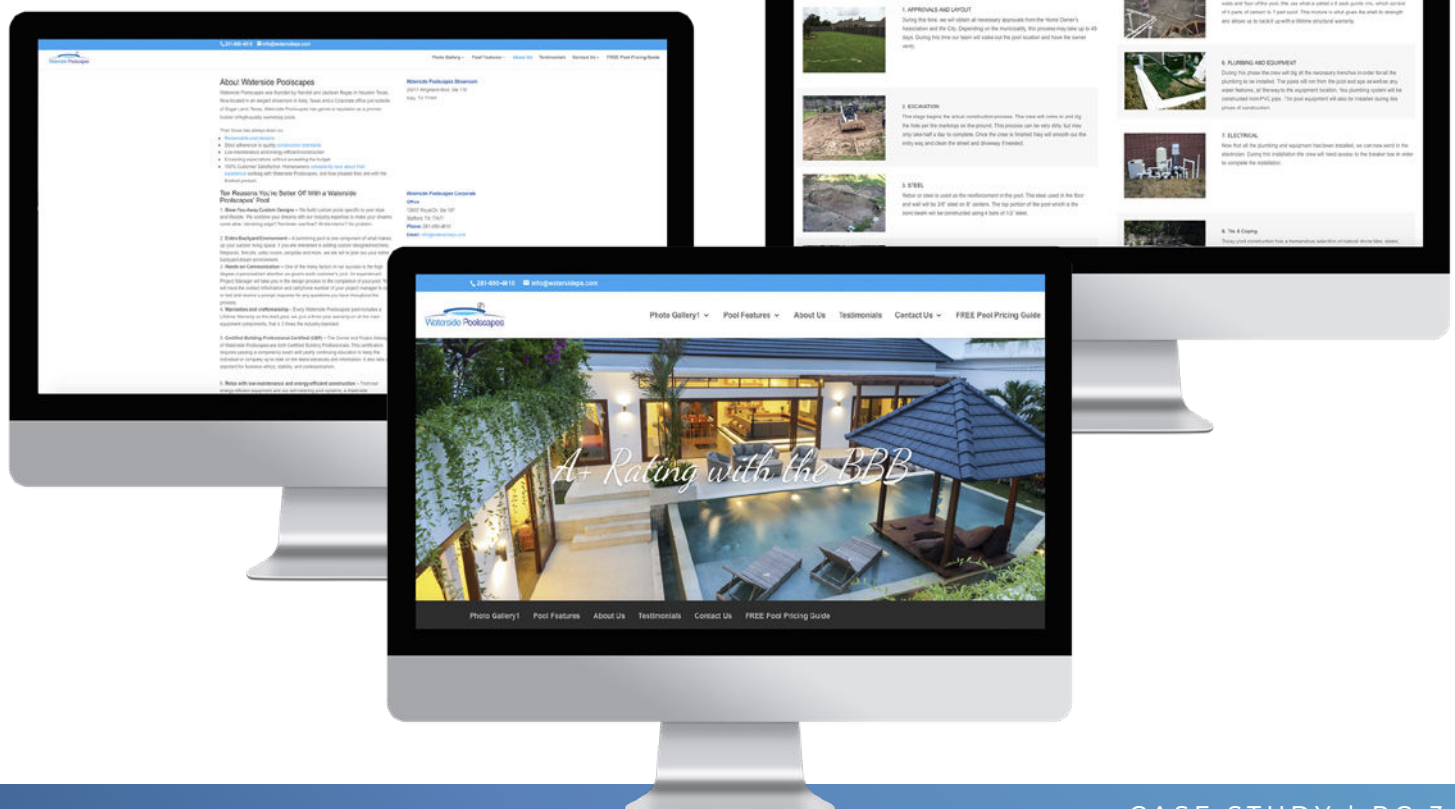
Though C.E.O. Jackson Regas had decades of construction experience, he struggled to properly represent the quality of his business online. Though he wanted to let Waterside Poolscales' work speak for itself, he lacked the proper website to best showcase their exemplary work. Looking for a third party to help with this issue, Regas found Reverent Media on a list of companies that had gone through Storybrand training and reached out to set up a meeting immediately upon seeing our work.

Waterside Poolscales had two major messaging issues to overcome: a bad website and a sporadic sales pitch. Regas met with Reverent C.E.O. Clay Vaughan and the Reverent team to work on his company's brand. While they met, Reverent's Digital Marketing Director Chrissy worked on Waterside's messaging and C.O.O. James Hall and the rest of the operations team redesigned Waterside Poolscales' website.

WHAT HELD WATERSIDE POOLSCAPES BACK?

THE WEBSITE

- ✓ A customer's first impression of a website can decide whether they will trust the company they've visited or not. Waterside had a strong portfolio of their work, but the website surrounding their portfolio suffered from a lack of clarity and design flaws that led customers to second guess the quality of their company as a whole.
- ✓ Beyond the initial homepage issues, the rest of the Waterside Poolscales website suffered problems with organization and content issues. There were blog pieces on the About page, design flaws that did not appease the customer's eyes and a description of the Waterside process that was actually counterproductive for their goal, as it was written in a confusing and long winded manner that could confuse the customer into not wanting to begin such a big step.
- ✓ The website was not mobile friendly.



OUR ROLE

BRAND & WEBSITE REDESIGN

When Jackson Regas and Waterside Poolscales approached Reverent to help them, the first course of action we took was looking into **changing their logo and homepage**. Our graphic design specialist Beka looked to take the logo's focus more to the idea of flowing water and using colors that would match while also being easy on the customer's eyes, leading to the new Waterside Poolscales logo.

After the new logo was complete, we wanted to cement the best possible first impression Waterside could leave a customer with, so we moved to redesign the homepage of the website.

We began our redesign with the goal to fix 3 problems the old site's homepage faced:

- ✓ A lack of any calls to action
- ✓ A visually unappealing interface
- ✓ A lack of simplicity



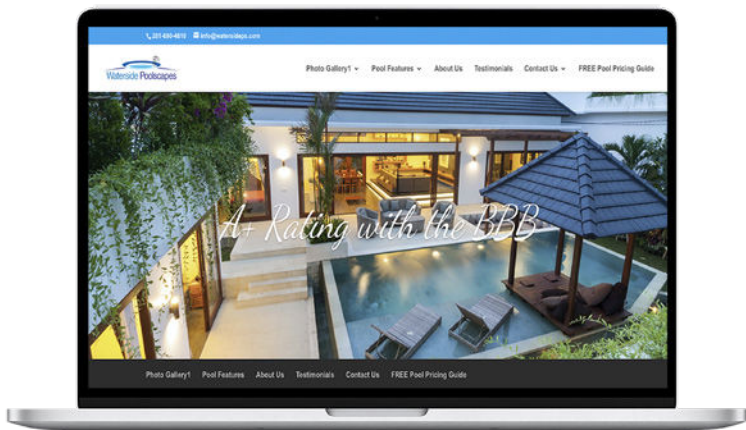
LOGO DESIGN BEFORE



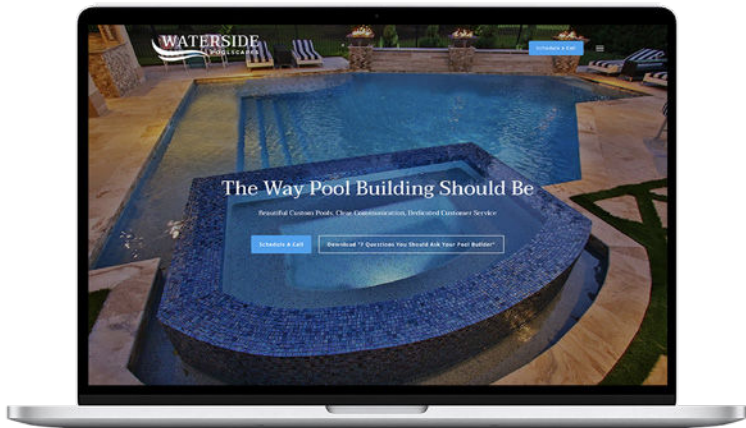
LOGO DESIGN AFTER



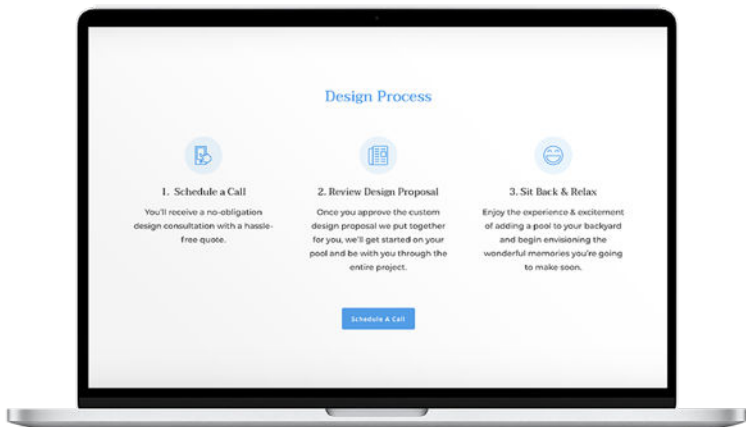
LOGO DESIGN AFTER



WEB DESIGN BEFORE



WEB DESIGN AFTER



WEB DESIGN AFTER

OUR ROLE

BRAND & WEBSITE REDESIGN

The issue of a lack of calls to action was easily remedied, as we immediately moved to offer a scheduling option as well as offering articles designed to help the customer visualize going further in their pool building process.

To fix the appearance of the homepage, our web page designer sought to make the web page easier on the eyes by simplifying the options and color palette. Instead of advertising too many options and sub-options which made it easy to get lost in the site, we simplified the site down to five clear sections, ensuring the customer would find what they were looking for quickly.

Continuing the trend of simplifying the website, **one of the main pullbacks of the old waterscapes website was their process pages.** Because the work Waterside Pools does is so extensive, they put up pages defining both the design and construction processes to ensure the customer is prepared for the project.

We worked on their messaging to simplify most of what Waterside Pools said, and in doing that, shortened their design process to three simple steps so as not to overwhelm the customer.

OUR ROLE

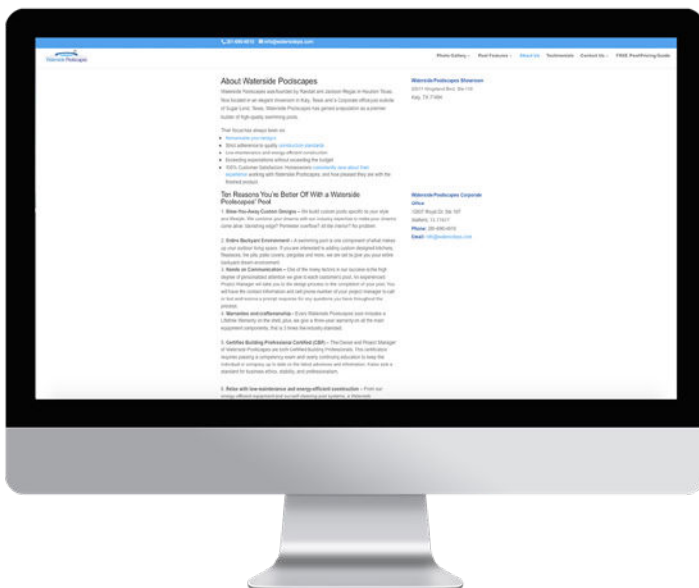
BRAND & WEBSITE REDESIGN

Because pool construction is so complex and personal, we were unable to shorten the construction process page. **Instead, we moved to organize each step, keeping the page from feeling overwhelming and cluttered.**

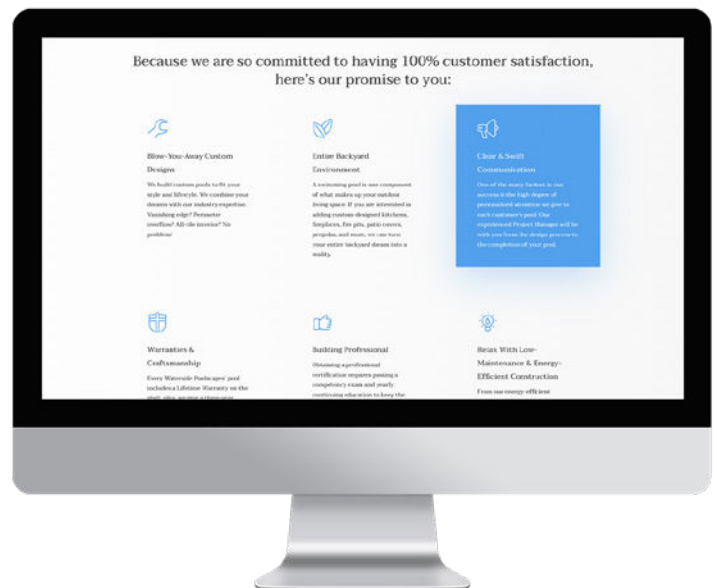
The other main change made to the Waterside website was their About page. We shifted the focus from using the About page as a sales

blog to using it to show empathy with the customer and positioning Waterside as a company present to help them on their journey to a new pool.

To do this, we included information about the company, everything the company has to offer, as well as testimonials.



WEB DESIGN BEFORE



WEB DESIGN AFTER

THE RESULTS

Jackson and Waterside began working with Reverent Media in March of 2020, and launched the site in early May. In the month of March, before using the Reverent Media site, **Waterside Poolscales suffered from a 74% bounce rate.** Put simply, a bounce rate is when a customer visits your website but does not truly look at your business, they simply leave the site after viewing the first page they have come across.

On the month of launch, the Waterside Poolscales' new website immediately showed improvement to the old site. **In May of 2020, Waterside's bounce rate dropped to 53%,** retaining more customers on the website than he had in his company's recorded history.

In the business world, conversion is the best way to measure how often you're turning website visitors into customers. In 2020, generally the average conversion rate for a

business was about 2%, while the top 25% of companies boasted a 5% conversion rate. **Using the old site in March, Waterside struggled with only a 1.09% conversion rate.**

When Waterside's Reverent site launched in May, they saw immediate astronomical improvement in their conversion. **At 10.13%, Waterside boosted their conversion by 1,000% in the first month of Reverent's launch.** According to Jackson, he was quite literally overloaded with phone calls from customers looking to schedule his company in May.

With the Reverent Media site, Waterside Poolscale finds success among customers quickly. The site does well across the board, boasting 33% conversion off its homepage. **Waterside's homepage makes a strong first impression however, boasting 33% of its customer interaction off of the homepage.**

CONCLUSION

Waterside Poolscales was founded by a man who saw the issue that plagued most construction pool builders: a complicated process and a lack of understanding and communication. **He sought to fix it by offering high quality pool building paired with exemplary customer service and a hassle-free process.** With such a task to undertake, making sure his company was seen by possible customers and left a good first impression was a frustrating problem he simply needed solved. We at Reverent Media were more than happy to assist him in making sure that his website was as high quality as his service, **and we would be more than happy to help your business as well.**

REVERENT

At Reverent Media, we know you want to see results from your marketing. So, you need a marketing team that is **laser-focused on your success**, but finding a team you can trust to bring you a return on your investment can be challenging. **You shouldn't have to worry** about choosing the wrong team.

Reverent Media is the **caring Full Suite Agency that provides Marketing & Media that delivers results**. By constantly monitoring, tweaking, and testing new strategies we make sure you get the results you're paying for.

Visit our website, **www.reverent.media**, to fill out our contact form so we get started in helping you get results!

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