



Captevrrix

DIGITAL MARKETING & SOFTWARE DEVELOPMENT

Allied Foundation Specialists: From Stagnation to Exponential Growth

A digital transformation case study powered by Captevrrix. Allied Foundation Specialists, a Houston, TX based leader in foundation repair, home elevation, and related services, partnered with Captevrrix to unlock explosive growth through a comprehensive, multi-channel digital strategy.

CASE STUDY

HOUSTON, TX

FOUNDATION REPAIR INDUSTRY

The Challenge: Stalled Growth and a Weak Online Presence

Despite offering high-quality services, including root barrier installation, PEX repiping, sewer line repair, landscape drainage, and house leveling, Allied Foundation Specialists had hit a wall. Their online presence was minimal, previous marketing efforts were fragmented and lacked a cohesive strategy, and their sales team struggled with disorganization that led to missed opportunities.

Business Impact

- Poor lead generation with only 20 estimate requests per month
- Low website traffic at just 1,200 monthly visits
- CRM database limited to 800 contacts
- Limited brand visibility in a competitive market

Root Causes

- Incomplete and inconsistent prior marketing campaigns
- No unified digital strategy across channels
- Website lacked SEO and AEO best practices
- No formal CRM or lead management system in place

The Solution: A Multi-Faceted Digital Transformation

Captevrax began with a thorough audit of Allied Foundation Specialists' existing online assets, then engineered a complete overhaul across every critical digital channel. Each component of the strategy was designed to work in concert, creating a powerful, self-reinforcing growth engine.



Website Redesign

A brand new website built with SEO and AEO best practices, ensuring visibility across both traditional search engines and AI-powered platforms.



Social Media Management

Captevrax designed, deployed, and actively managed social profiles with engaging content and targeted advertising to build community and drive traffic.



CRM and Marketing Automation

Allied Foundation Specialists was onboarded onto VrixHub, a powerful CRM and marketing suite, giving the sales team tools to organize leads and close deals efficiently.



Email Marketing

Monthly newsletters and automated lead generation workflows nurtured existing contacts while capturing and qualifying new prospects consistently.



Reputation Management

A proactive campaign to solicit and showcase positive customer reviews, building trust and credibility with potential clients researching online.



PPC Advertising

A strategically targeted Pay-Per-Click campaign filled visibility gaps, drove immediate traffic, and accelerated lead generation from day one.

The Results: Explosive Growth Across Every Metric

The comprehensive digital marketing strategy implemented by Captevirix delivered remarkable, measurable results for Allied Foundation Specialists; transforming the company from stagnation into a high-growth operation with a dramatically expanded customer base and pipeline.

1,150%

Website Traffic Growth

Monthly visits soared from 1,200 to over 18,000, a dramatic surge in online visibility.

2,268%

CRM Contact Growth

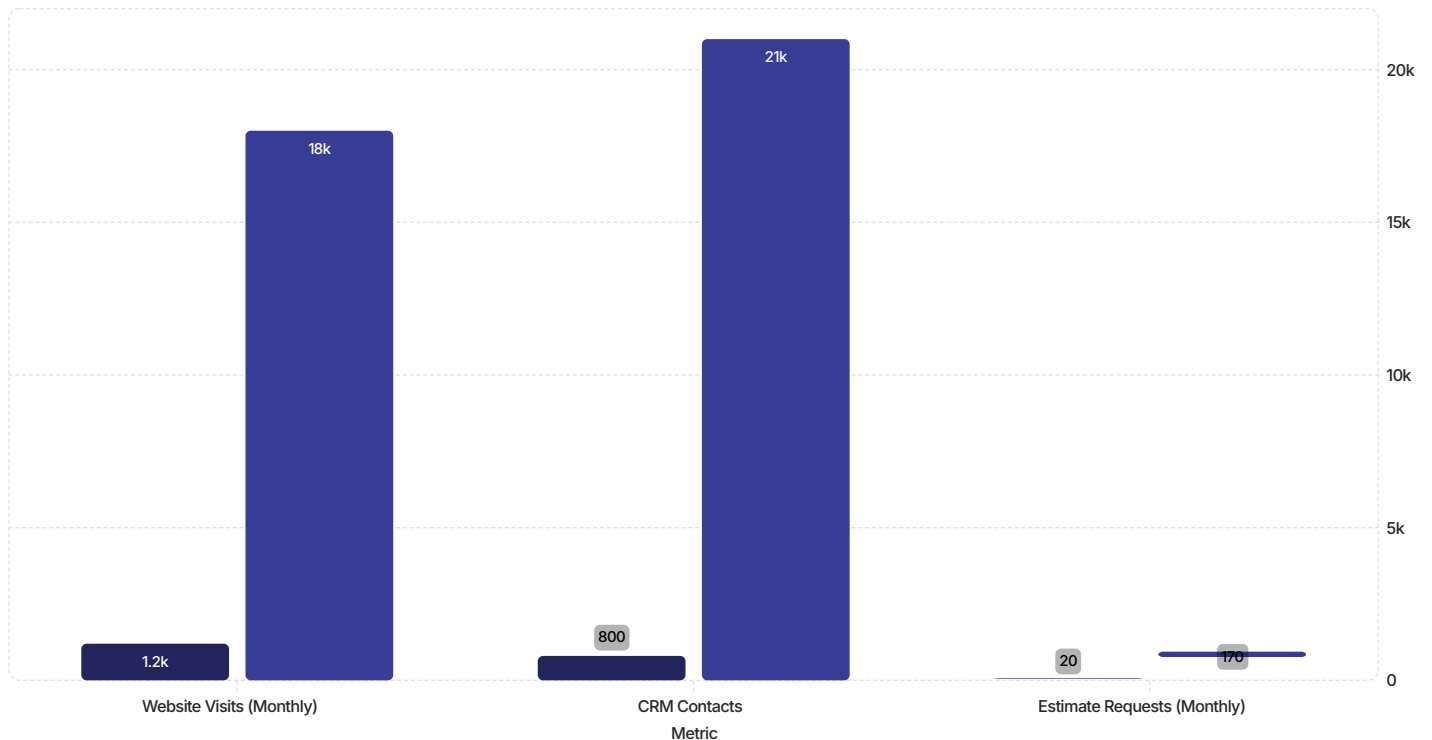
The CRM database exploded from 800 to over 21,000 contacts via VrixHub and targeted lead generation.

650%

Estimate Request Growth

Monthly estimate requests jumped from 20 to over 170 directly translating into revenue growth.

■ Before Captevirix ■ After Captevirix



The Power of a Unified Digital Strategy

By partnering with Captevrix, Allied Foundation Specialists in Houston, TX, successfully transformed its online presence and achieved exponential growth. The results speak for themselves: a 1,150% increase in website traffic, a 2,268% expansion of their CRM database, and a 650% surge in estimate requests. This case study demonstrates the power of a well-executed, fully integrated digital marketing strategy in unlocking the true growth potential of businesses in the home services industry.

A comprehensive digital approach, combining website optimization, social media, CRM implementation, email marketing, reputation management, and PPC advertising, can produce transformational results for home services companies ready to invest in their growth.

- ✔ Allied Foundation Specialists went from stalled growth to exponential expansion. Ready to achieve the same? Captevrix can make it happen.

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