

BERKEY FILTERS CASE STUDY

How Berkey Filters used Spark Factory to grow their business 200x in one year

OVERVIEW

Content and engagement have been presented to B2B brands as another scenario where the phrase, "if you build it, they will come" was thought to apply. Basically, if you created something great, people will just discover it due to its greatness. But we know that's not true today, nor was it ever.

Berkey filters are the leading water filter in the world. Their filters remove 99.9% of all contaminants & viruses.

We started working with **Berkey Filters** in **February of 2019** by conducting a Website Audit, SEO Audit, and PPC Audit.

The results were astonishing. **Berkey filters did not rank in the top 100** for prominent high volume keywords and needed a strategy to generate sales.



Skyrocket Growth

"Spark Factory put us on the map! We had little to no sales when we started with them and they gave us exponential growth month over month."

-Jeff G Berkey filters



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APPROACH

Once conversion tracking was implemented to measure sales revenue we were able to grow the account from \$1000.00 monthly budget to \$60,000.00 to achieve the following monthly results.

Conversion Value: \$200,000 monthly

Total Conversions: 919

Average Cost Per Acquisition: \$14.86

Content Marketing

By using a marketing calendar we developed content in 60 day sprints so all the content was approved and scheduled 2x per day.

The SEO Results

Page #1 rankings across the board for high volume (2400 searches) keywords. Totaling 37 keywords.

RESULTS



\$14.86
under CPA
(cost-per-action) Goal



919
conversions tracked
via Adwords



21%
conversion rate



37
keywords in top
positions

CONCLUSION

By measuring the pacing of the conversions and conversion efficacy we were able to transform Berkey Filters into one of the largest dealers in the USA. Grossly focused on Return On Investment, Cost Per Acquisition, Customer Lifetime Value while micromanaging their account daily.

To transform brands into successful businesses you need the right partner with forward-thinking strategies. Spark Factory is that partner. Contact us today at hello@sparkfactory.io to get your free consultation.