



PULLMAN
MARKETING

CASE STUDY

Transforming Walter Piano Transport with Smart Marketing & Conversion Optimization

Background: A Business at a Crossroads

Walter Piano Transport is one of the top piano moving companies in America. Located in Elkhart, Indiana, they have built their reputation on reliable transportation and skilled handling of pianos. However, with shifting market conditions, the company needed more than just steady business; they needed **sustainable growth**. That's where **Pullman Marketing** stepped in, bringing a **strategic blend of digital marketing, conversion optimization, and data-driven advertising**.

The Challenge: Scaling Up Without Wasting Ad Spend

Walter Piano Transport relied on traditional B2B moving contracts, but growth was **stagnating**. The company needed a **new approach** to attract high-value residential customers while ensuring **marketing dollars converted into real revenue**.

- Organic traffic needed a boost to lower long-term customer acquisition costs.
- Paid ads had to deliver more conversions, not just more clicks.
- The company needed to **increase revenue per move**, not just book more moves.

The Strategy: Precision Marketing Meets Smart Conversions

Pullman Marketing developed a multi-channel strategy to not only drive traffic, but also optimize conversions for high-value long-distance moves. Leading to a significant increase in Organic Search traffic (10,307 users).

1

SEO & Organic Growth: Owning Search Results

- Implemented **on-page SEO optimizations** to rank higher for “piano movers near me” and “long-distance piano moving.”
- Improved local SEO visibility, leading to a significant increase in Organic Search traffic (10,307 users).
- Focused on content that answered **high-intent customer queries**, increasing engagement and time on site.

2

Paid Search: Targeting Buyers, Not Just Browsers

- Launched a **nationwide Google Ads campaign** to reach customers actively searching for piano transport.
- Record-breaking conversions year after year, with Paid Search bringing in 28,545 users.
- Custom landing pages reduced bounce rates and **increased the conversion rate** on paid traffic.

3

Custom Conversion Optimization System: More Revenue Per Move

- Developed a proprietary conversion optimization system to target high-value, long-distance piano moves.
- Used **behavioral tracking** to prioritize leads most likely to book premium services.
- The result? A significant boost in revenue per customer by shifting focus toward higher-margin jobs.

The Results: A Business Transformed

- ✓ Organic Traffic Growth: 10,307 organic users, proving long-term SEO success.
- ✓ Paid Search Success: 28,545 users from Paid Search, validating smart ad spend.
- ✓ Higher Engagement & Returning Visitors:

- Direct traffic had the **longest engagement time (184.49 seconds)**—a testament to brand loyalty.
- The **highest returning user rate (21.1%)** also came from Direct traffic, meaning past customers kept coming back.
- ✓ **Revenue Per Move Increased:** The **custom conversion system** ensured that higher-value moves became the focus, **maximizing profitability.**



Google Ads Performance

- **Impressions:** 225% increase
- **Clicks:** 79% increase
- **Cost Per Click (CPC):** 45% decrease
- **Paid Search Traffic:** 35% increase

Organic Website Performance

- **Total Views:** 54% increase
- **Total Users:** 36% increase
- **Organic Traffic Bounce Rate:** 46% increase

Conversion Optimization & Revenue Growth

- Custom conversion system optimized for long-distance, high-value moves

WITH NO INCREASE IN ADVERTISING SPEND

Conclusion: The Power of Smart Marketing & Optimization

Walter Piano Transport didn't just get more leads—they got better, higher-value customers thanks to Pullman Marketing's targeted strategy. By focusing on organic growth, high-intent paid search, and a proprietary conversion system, the company saw record-breaking conversions and sustained revenue growth year after year.

Ready to Scale Like Walter Piano Transport?

Pullman Marketing specializes in strategic, ROI-driven marketing that delivers real business growth. Let's talk about how we can optimize your marketing for maximum impact.



Our Services



Marketing Services

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC)
- Social Media Marketing
- Marketing Strategy
- Branding
- Content Marketing
- Emails Marketing



Website Services

- Website Design
- Website Migration
- Shopify eCommerce
- Website Maintenance



Video Services

- Theater Quality Ads
- Business Overview & Campaigns
- Customer Testimonials
- Content Marketing / Educational