

Case Study: How Birmingham Glass Went from Marketing Frustration to Lead Overload

When Birmingham Glass first approached Spaghetti Agency, they had a serious problem: their website wasn't even indexing on Google. No indexing means no visibility, and no visibility means zero organic traffic. And the worst part? It was down to a simple fix that their previous agency had completely overlooked.

We sorted that issue in no time, and as soon as their website started showing up in search results, the leads followed. But that was just the start.

The Bigger Issue: A Failing Marketing Strategy

After seeing the instant impact of our SEO magic, Birmingham Glass opened up about another problem - they were fed up with their existing marketing agency. Their website copy wasn't cutting it, their Google Ads weren't delivering, and they knew they could be getting better results.

So, they handed over the reins.

The Spaghetti Agency Makeover

We didn't just tweak things - we transformed their entire marketing strategy. Here's what we did:

- ✓ Revamped their website copy – Making it clear, engaging, and conversion-focused.
- ✓ Overhauled their Google Ads strategy – Turning wasted budget into high-quality leads.
- ✓ Launched two brand-new websites – With a fresh, modern, and fully optimised online presence.
- ✓ Created monthly content – Blogs, case studies, and emails to keep them top of mind.

The Results? Game-Changing.

The impact has been nothing short of incredible. Their Google Ads account is so effective that we've had to dial it down just to manage the flood of leads. Their website is now a powerhouse for conversions, and their monthly content keeps them front and centre in their industry.

What Birmingham Glass Had to Say

Their words? "Easy to speak to and quick to react. Able to interpret my day dream ideas and turn them into marketing reality."

The Takeaway

Sometimes, all it takes is a team that actually knows what they're doing. From a website that didn't even show up on Google to an unstoppable marketing machine - Birmingham Glass has seen the difference that real strategy (and a bit of Spaghetti magic) can make.

☞ **Need a marketing transformation? Let's chat.**

