



Success Story: Bruton's Glass Co.

Products: Search Engine Marketing (SEM) | Responsive Website

Owner Rick Bruton had been marketing his business through print ads but knew he needed to supplement that strategy with a digital one to keep up with competitors and continue generating leads. He just wasn't sure how or where to start. Rick also had a website but it was outdated, not optimized for search engines, and not mobile-friendly. This meant that Bruton's Glass Co. was not showing up in online and local searches and not discoverable on mobile devices.

The Problem

Bruton's Glass Co. is a family owned and operated business in the Sacramento area that repairs and replaces glass for automobiles, trucks, and other heavy duty equipment. They also offer fleet service, along with mobile, in-shop, and in-home services, repairs, and replacements. Bruton's is proud to be known as the go-to glass company when it comes to vehicles in their area.

Our Solution

Rick's ThriveHive representative first helped him to update and optimize his website so that search engines would identify and display his site when potential customers were searching for his services online. His rep also guided him through content improvements on his website that helped to convey the value of his business and distinguish it from his competitors.

With a user-friendly, lead-generating website in place, Rick could now focus on attracting more visitors—and more of the right visitors—through an SEM campaign.

The Results

More Business

Bruton's Glass Co. quickly began getting more calls and attracting more customers. In fact, its client base expanded to the point of needing another van and technician on staff.
Increased Awareness

Bruton's excellent customer service has always distinguished itself from competitors, but now, with even more happy customers and online channels raising awareness, the company stands out from the competition more than ever before.

Outstanding Customer Service

The positive feedback from customers has helped Rick to further enhance his customer service and to refine his messaging, which facilitates more business growth.

Improved Focus

Before ThriveHive, Bruton's offered both auto and residential glass services. Thanks to the effectiveness of Rick's optimized website and successful SEM campaign with ThriveHive, Rick reached a steady pattern of growth, which enabled him to focus solely on auto glass, his preferred specialty.

The ThriveHive Experience

Rick is very appreciative of his ThriveHive representative's continual guidance, saying, "I can't say enough about [her]. She has gone above and beyond to help my company succeed." She equipped him with the knowledge and confidence he needed to make changes that would produce results. "I knew I needed to go digital, and [she] helped me take that leap."

Rick's representative also checks in with him periodically to review the results of the SEM campaign, make suggestions based on the data, and answer any other questions he might have.

Thanks to ThriveHive, Bruton's Glass Co. is growing steadily and Rick is deepening his understanding of marketing—without having to devote all of his time to research and trial and error.

"My ThriveHive rep is always educating me on digital trends and helping to grow my understanding of the digital world—she's very helpful!"

- Rick Bruton, Owner