

# WINDOW WORLD VIRTUAL CONSULTATION CASE STUDY

*EMPOWERING AMERICA'S LARGEST EXTERIOR REMODELER  
WITH A PANDEMIC-PROOF INTEGRATED MARKETING  
STRATEGY – IN LESS THAN ONE WEEK.*

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*At the start of 2020, Window World found itself off to another record-breaking year. But all that changed when COVID-19 hit. Social distancing and self-isolation mandates blanketed the country, and consumers who were once interested in home renovation quickly reevaluated.*

*Since Window World's business model is built around the in-home sales pitch, their operation felt the impacts of COVID-19 almost immediately. Without the ability to get into the home and close a deal, their chances of weathering the pandemic seemed murky at best. With scheduled appointments canceling and lead volume noticeably lower, they had to pivot.*

*Cue the Window World Virtual Consultation.*



## CHALLENGE

*COVID-19 rendered Window World's in-home sales process nearly obsolete. To help them continue reaching customers and sustain lead volume, we created the Window World Virtual Consultation.*

## SOLUTION

Through a virtual connection, customers were able to connect with a Window World representative, discuss project goals and receive an electronic estimate sent right to their inbox, all from the safety of home. This convenient, one-on-one experience helped Window World continue driving sales and moving prospects through the buying process.

## WHAT WE DID

In just one week, TriMark Digital mobilized to produce multiple videos, design and develop a paid landing page from scratch, craft an organic splash page and devise an integrated marketing strategy around the new Virtual Consultation. Here's what happened.

## STRATEGIC APPROACH

Videography

Paid Media

Organic Strategy

Email Marketing

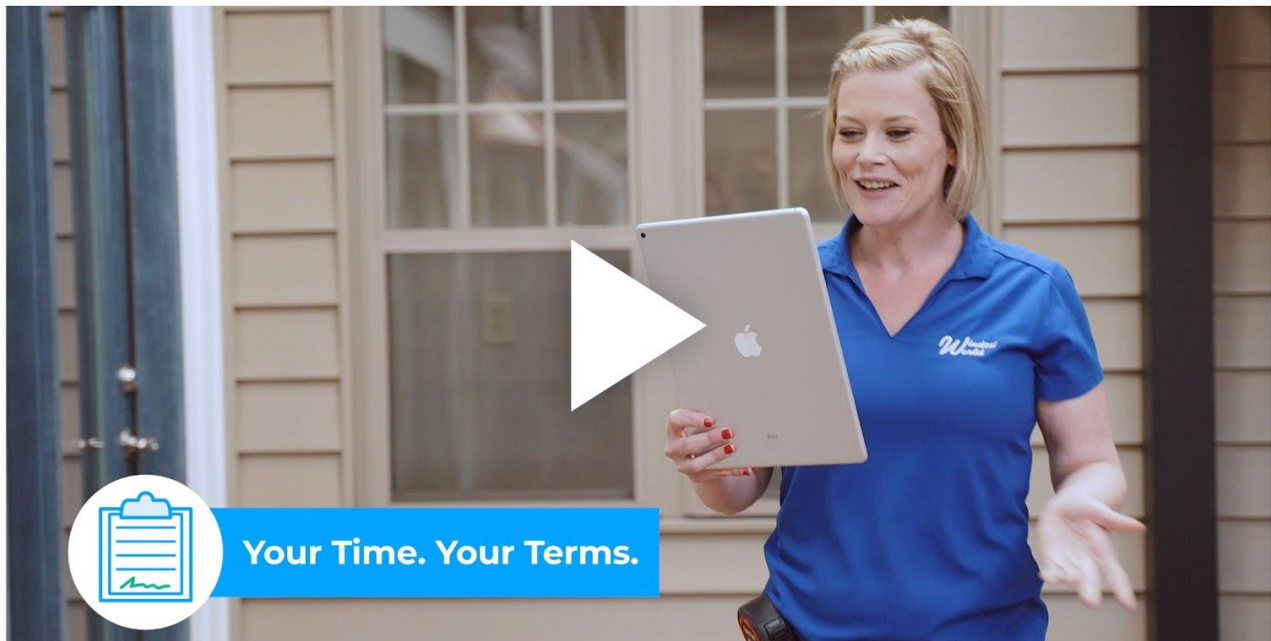
## 1

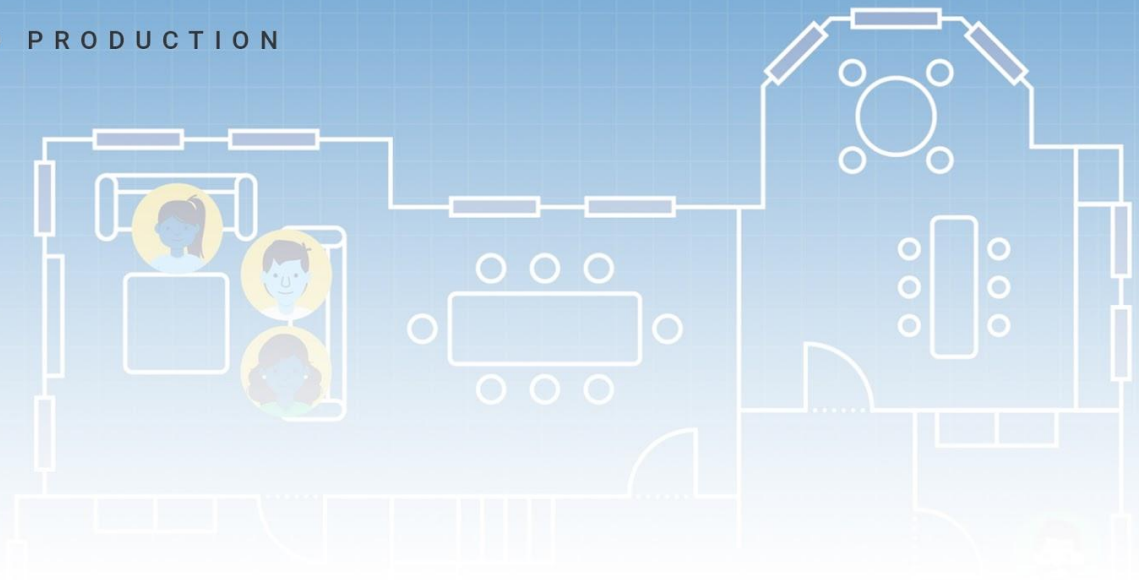
## Bringing The Virtual Consultation To Life On Screen

### *Video Production*

#### SUMMARY

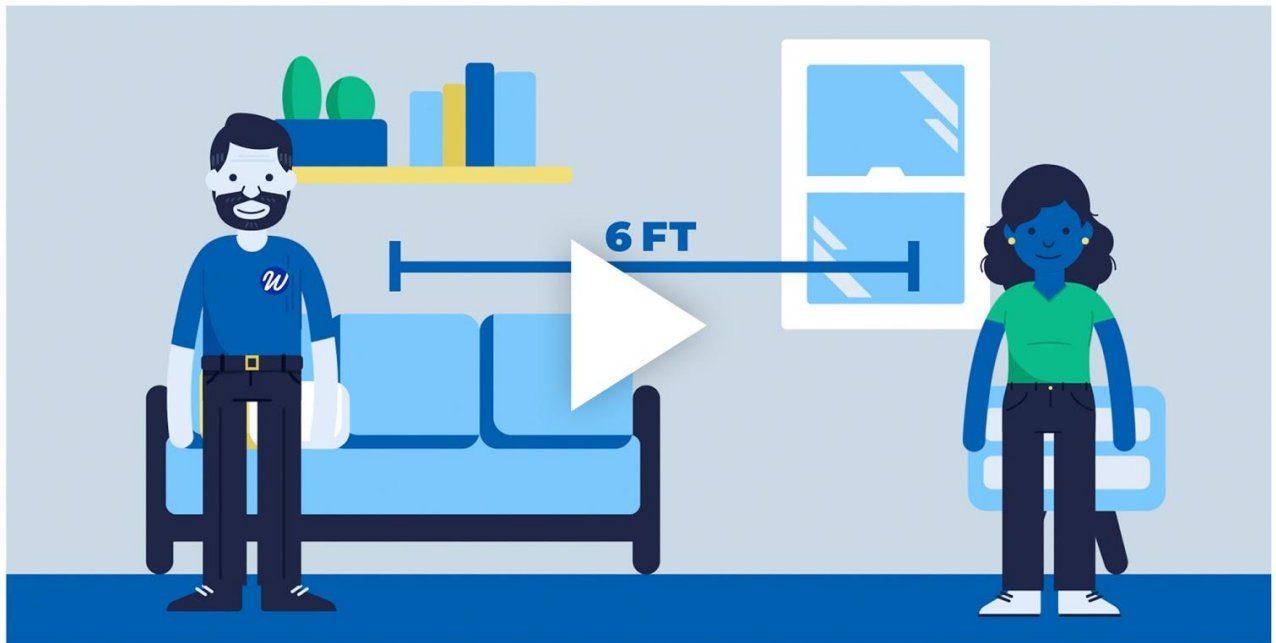
We needed to communicate the benefits of the Virtual Consultation in a compelling, visual way. Our goal was to create a series of videos that not only explained how this new process was going to work, but also captured the safety and convenience of receiving a project estimate over a virtual connection. Experience the Window World Virtual Consultation below.





### ANIMATED VIDEO PRODUCTION

During the production process, we found that some customers still preferred a traditional in-home estimate. Rather than completely deny these leads, Window World opted to continue offering face-to-face consultations. To ensure the virtual and traditional consultations coexisted neatly, we tapped our animation team to create an animated video detailing Window World’s updated cleanliness standards and social-distancing measures inside the home. Watch the animated video below.



## 2

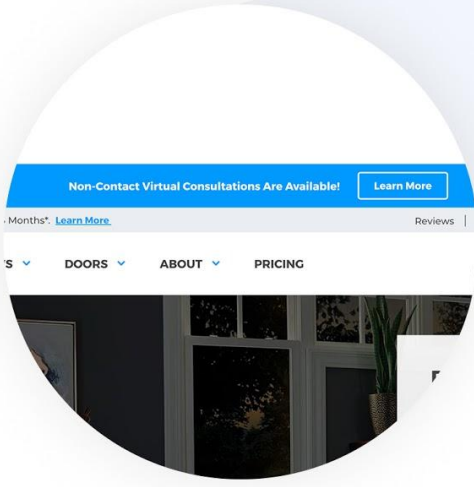
## Capturing Interest In Virtual, On- and Off-Site *Organic Strategy*

### SUMMARY

When COVID-19 began, brands took their foot off the gas from an advertising perspective, including Window World's competition. However, what they saw as a problem we saw as an opportunity. The Virtual Consultation helped protect Window World's revenue stream, but before that, it created an opportunity for Window World to continue marketing in a time when its major competitors were not.

With that in mind, we set our sights on Organic Strategy. To capture organic traffic interested in virtual, we created blogs educating people about the convenient 3-step process, the safety benefits, and more. To streamline conversions and capture the attention of users elsewhere on the site, we implemented clickable sticky banners notifying prospects that virtual consultations are available. These clickable banners directed users to a custom splash page designed specifically for Virtual Consultation leads.

STICKY BANNER



Non-Contact Virtual Consultations Are Available! [Learn More](#)

Reviews | [About Us](#) | [Pricing](#)

DOORS ABOUT PRICING

More Contact Virtual Consultations Are Available! [Learn More](#)

THIS MONTH ONLY Get 10% Interest For 30 Months! [Learn More](#)

Reviews | Blog | Financing | Service Areas | Contact

WINDOW WORLD (303) 574-9594 [Request Free Estimate](#)

### Virtual Consultations

Life is unpredictable. That's why we created our virtual consultation—a digital, one-on-one experience that lets you explore our products from the safety of your home.

Receive A FREE Virtual Consultation

Improve your home on your terms.

Name\*

Email\*

Phone Number\*  Zip Code\*

[Request Free Estimate](#)

YOU SHOULDN'T HAVE TO WAIT ON YOUR HOME PROJECT

### Now Offering Free 15-Minute Virtual Consultations

With our virtual consultation process, now you can connect with a Window World design consultant to set your project into motion—all from the comfort of home. Together, you'll discuss your renovation goals, examine your living spaces, and learn how Window World products can improve the performance, look, and feel of your home.

[Schedule Consultation Today](#)



- BEFORE YOU GET STARTED Here's What You'll Need**
- 15 Minutes**  
Depending on the size of your project, most consultations last no more than 15 minutes. We'll discuss your goals, examine your living space and provide you with a pricing estimate.
  - Wi-Fi Connected Device**  
Before starting your virtual consultation, make sure you have access to Wi-Fi and a smartphone, tablet or laptop. This will allow you to easily connect with your design consultant.
  - Measuring Tape**  
If you have one, come prepared with a measuring device. If not, no sweat! Your consultant can still use general measurements to complete your estimate.

Interested in A FREE Virtual Consultation? [Schedule Yours Today](#)

YOUR QUESTIONS, ANSWERED.

#### Virtual Consultation FAQs

- How do I virtually connect with my representative? [View Answer](#)
- What if I need multiple windows replaced? [View Answer](#)
- What if I want to replace my door? [View Answer](#)

READY FOR AN UPGRADE? We're Still Offering Free In-Home Estimates

We are taking the necessary precautions to ensure your family's well being and provide options that make you feel comfortable. Whether in-home or virtually, our team is here to help you achieve your renovation goals.

[Request Your In-Home Estimate Today](#)

See How We're Responding To COVID-19. [A Message From The Owner](#)

Receive A FREE Virtual Consultation

Improve your home on your terms.

Name\*

[Request Free Estimate](#)

WINDOW WORLD (303) 574-9594

Denver Showroom 440 E 76th Ave #102 Denver, CO 80229

<b>Windows</b> Double-Hung Windows 3-Lite Sliding Windows 2-Lite Sliding Windows Casement Windows Bay & Bow Windows Cresting Windows Custom Windows	<b>Doors</b> Entry Doors French Doors French-Bell Doors Storm Doors	<b>About</b> Installation Pricing Service Areas Accreditations Reviews Going Back Blog	<b>Contact</b> Free Estimates FAQs Satisfaction Survey
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Press Financing Warranty Employment

Become An Insider No the first to know about special offers and more. [Sign Up](#)

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More Contact Virtual Consultations Are Available! [Learn More](#)

THIS MONTH ONLY Get 10% Interest For 30 Months! [Learn More](#)

Reviews | Blog | Financing | Service Areas | Contact

WINDOW WORLD (303) 574-9594 [Request Free Estimate](#)

How to Use Our Virtual Consultation

We know how exciting home improvement projects can be and that you can't wait to enhance your home.

But we also know that you may not feel comfortable inviting our representatives into your home for a consultation right now. Even when life is unpredictable, we believe you should be able to continue your home renovation projects. We've adjusted our operations to keep your home improvement projects moving forward safely with our virtual consultation.

#### What is a Virtual Consultation?

A virtual consultation allows you to meet with a Window World design consultant from the safety of your home. You'll receive the same service you've come to expect from Window World, as well as the information you need to make the best choice for your home renovation. Learn more about our virtual consultations.

#### Benefits of a Virtual Consultation

- Keep your home renovation projects moving and get an accurate quote without having face-to-face contact with a design consultant.
- Have your consultation on your schedule.
- Our virtual consultations are shorter than in-person consultations, allowing you to get back to doing the things you need to do.
- The same personalized consultation you expect, from the safety of your home.



#### How Our Virtual Consultation Works

When you schedule your free 15-minute virtual consultation, you'll be given an appointment time and instructions to connect, including the software you'll use to chat (Zoom, Teams, etc.) and we'll need a Wi-Fi connected device such as a smartphone, tablet, or laptop. (You have a measuring tape, keep it ready for your consultation.)

During your consultation, you'll discuss your home and your goals with your design consultant just as you would during an in-home consultation. Your design consultant will virtually examine your space and together you'll determine the Window World products that best suit your home, your style, and your budget.

They'll even guide you through measuring your windows and doors so they can give you the most accurate pricing details.

#### Scheduling Your Virtual Consultation

Our virtual consultations fit into your schedule so you can learn more about Window World products on your terms. Scheduling your consultation is easy:

- Schedule Your Virtual Consultation:** Fill out our contact form to schedule your consultation.
- Connect With Your Consultant:** On your appointment date, you'll virtually meet with your consultant to discuss your project.
- Choose Your Look:** With your consultant, you'll choose the Window World products that best complement your home.

#### Next Steps After Your Consultation

Our consultations are always no-obligation, but if you choose to go forward with us, your consultant will walk you through your next steps. We offer ways to electronically sign your service agreement and scheduling your no-contact installation appointment (typically 4-8 weeks after your consultation).

Prefer to wait to schedule installation? No problem! Just let your consultant know.

In addition to adapting our consultation process, we've adapted our installation process to ensure the safety of your family and our staff.

While the majority of the installation process takes place on the exterior of your home, we're taking precautions in the event we have to enter your home. Our technicians have been trained to practice social distancing and remain at least six feet away from you and members of your family. We also encourage you to self-isolate in a room away from your installer and rotate as needed.

#### Ready to Schedule Your Virtual Consultation?

Our consultants are ready to help! Just [request your free estimate](#) and let us know you'd like to schedule a virtual consultation.

Share [Facebook](#) [Twitter](#) [LinkedIn](#)

ORGANIC STRATEGY RESULTS

6% Increase in Organic Leads during COVID-19

26% Organic Conversion Rate on the Virtual Consultation pages

Explore Our Blog

Expertise, inspiration, monthly savings and more. This is where you'll find the insights you need about the topics you crave.

- [A Guide to Energy Efficient Windows](#)
- [How to Fix Hard-to-Open Windows](#)
- [Why You Should Maximize Natural Light in Your Home \(and How to Do It\)](#)

#### Choose Denver's Leader in Windows & Doors

Request your free estimate today

Name\*

[Request Free Estimate](#)

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## 3

## Safety & Convenience Right In Your Inbox

### *Email Marketing*

#### SUMMARY

Much of Window World's business comes from returning customers, and many times these customers are recaptured through monthly emails. Because it has been such a lucrative medium for Window World, we knew email marketing would be an essential piece of our integrated marketing strategy for the Virtual Consultation campaign.

Here's what we did.



## EMAIL MARKETING

We designed brand new email templates around the virtual process, which incorporated educational content, key benefits and direct CTA's, all centered around the Virtual Consultation video. The CTA's in the email guided customers to the Virtual Consultation splash page on the full site to schedule their virtual visit. With just four email sends, (per location) our Virtual Consultation email marketing strategy generated 91 leads with an open rate of 51%.

## EMAIL MARKETING RESULTS

# 51%

Open Rate

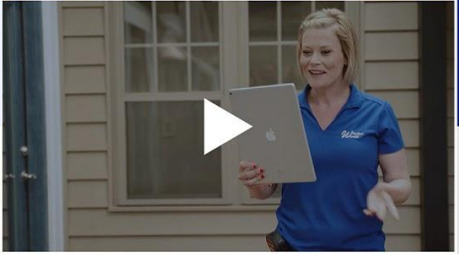
# 91

Leads

View email in browser

**Window World**


GET A FREE 15-MINUTE  
**VIRTUAL CONSULTATION**  
From The Comfort Of Your Home



**Interested in a Virtual Consultation?**

Click below or keep scrolling to learn more about our Virtual Consultation process and how we are adapting our operation to meet your needs.

[LEARN MORE](#)



**How It Works**

You shouldn't have to wait on your home project. With our virtual consultation process, now you can connect with a Window World design consultant to set your project into motion—all from the comfort of home.

- Schedule Your Consultation**  
Give us a call or fill out an online form and our Virtual Design Consultant will reach out via email to schedule your appointment.
- Connect With Your Consultant**  
On your scheduled date and time, you'll receive a call from your virtual design consultant. Simply activate the FaceTime app from your smartphone and get started.
- Create Your Custom Look**  
Your consultant will virtually examine the measurements of your space, demonstrate product styles for you and review pricing details.

**Ready To Get Started?**

[SCHEDULE YOUR VIRTUAL CONSULTATION](#)

**We're Still Offering FREE In-Home Estimates**

We are taking the necessary precautions to ensure your family's well-being and provide options that make you feel comfortable. Whether in-home or virtually, our team is here to help you achieve your renovation goals.  
[Schedule your free in-home estimate today.](#)

**Window World**

Our mailing address is:  
\*|HTML:LIST\_ADDRESS\_HTML|\* \*|END:IF|\*



## 4

## Driving Leads Through A Multi-Channel Approach

### *Paid Media*

#### SUMMARY

To capitalize on the new market share up for grabs, we built an aggressive paid media strategy for Search and Social to drive form fills and phone calls for the virtual process. We created a variety of Search ads and engaging social content designed to generate awareness around the Virtual Consultation and create an easy path to conversion.

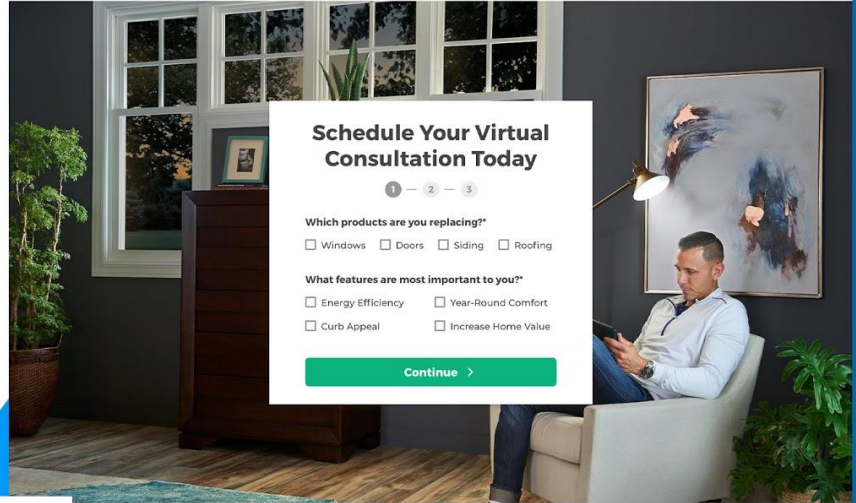




Call for a Free Consultation (703) 348-2938

PAID SEARCH

Our suite of Paid Search ads drove customers to a custom Virtual Consultation landing page to further introduce the experience to new leads. Here, visitors were able to learn more about the service and safety benefits, and ultimately schedule their virtual estimate.



PAID SEARCH ADS

Window World® Of Paducah | Affordable Replacement Windows

[windowworldofpaducah.com/Free-Quote](https://windowworldofpaducah.com/Free-Quote)  
 8 Windows Available As Low As \$99/Month\* Installed By Our Trained Experts! Call Today. Your Local Window Experts! Over 150 5 Star Online Reviews. Free Virtual Consultations!

Affordable Window Replacement | Window World® | Virtual Estimates Available

[estimates.windowworlddetroit.com/Free-Estimate](https://estimates.windowworlddetroit.com/Free-Estimate)

Custom Replacement Windows Installed With Lifetime Warranty. Get Your Free Quote Today. Affordable Replacement Windows Installed By Local Experts! Custom Made In The USA.

Window World® Long Island | Affordable New Windows | Virtual Consultation Available

[estimates.windowworldlongisland.com](https://estimates.windowworldlongisland.com)

Visit Our Official Website. Windows Include Lifetime Warranty. Free Estimates!

Window World® Hudson Valley NY | Quality Windows At Low Prices

[estimates.windowworldhudsonvalley.com/Official-Site](https://estimates.windowworldhudsonvalley.com/Official-Site)  
 Local Window Experts. Affordable Replacement Windows Made In The USA W/ Lifetime Warranty! Official Window World® Website. Free Virtual Estimates On Energy Efficient Windows!



Get Your Free 15-Minute Consultation

From The Comfort Of Your Own Home

Life is unpredictable. That's why we created our virtual consultation service—a digital, one-on-one experience that lets you explore our products on a schedule that works for you. Our virtual consultation connects you with a Window World design consultant to discuss your home renovation goals, examine your living space and provide you with customized options to improve the performance, look and feel of your home—all on your terms.

Here's How It Works



1 Complete The Form

Simply fill out the form at the top of this page so we can better understand your project and best address your needs during your consultation.

2 Schedule Your Virtual Consultation

Once you've completed the form, a Window World Virtual Design Consultant will reach out via email to schedule your appointment.

3 Connect With Your Consultant

On your scheduled date and time, you'll receive a call from your virtual design consultant. Simply activate video chat from your smartphone and get started.

4 Create Your Custom Look

Your consultant will virtually examine the measurements of your space, demonstrate product styles for you and review pricing details.

PAID SEARCH RESULTS

11.5%

Increase in Paid Search leads during COVID-19.

Request Free Consultation

Enjoy 0% Interest For 24 Months

For a limited time, receive special financing of 0% interest for 24 months with regular payments!\*

Name \*

Email \*

Phone Number \*  Zip Code \*

[Request Free Consultation](#)

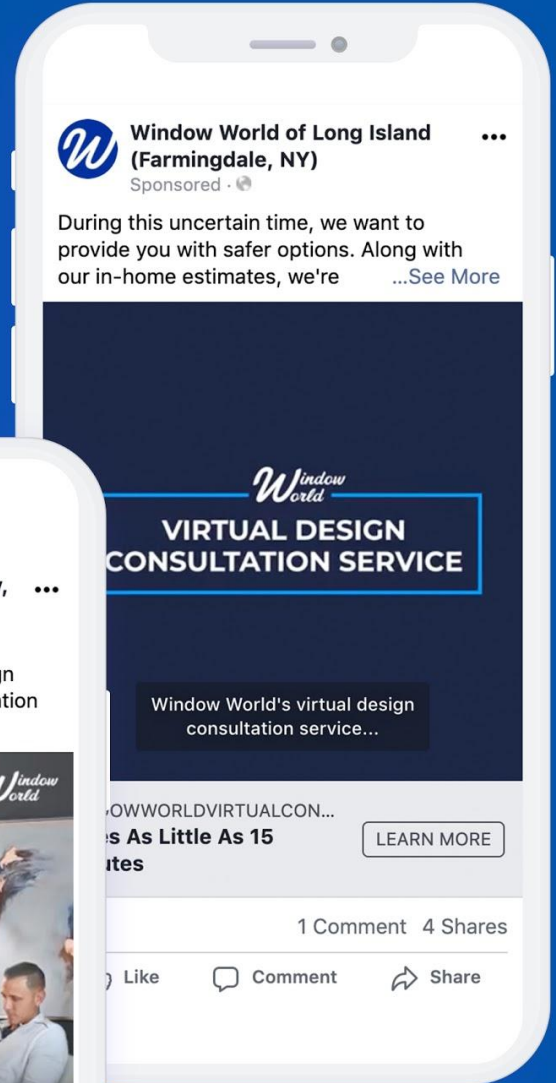


### PAID SOCIAL

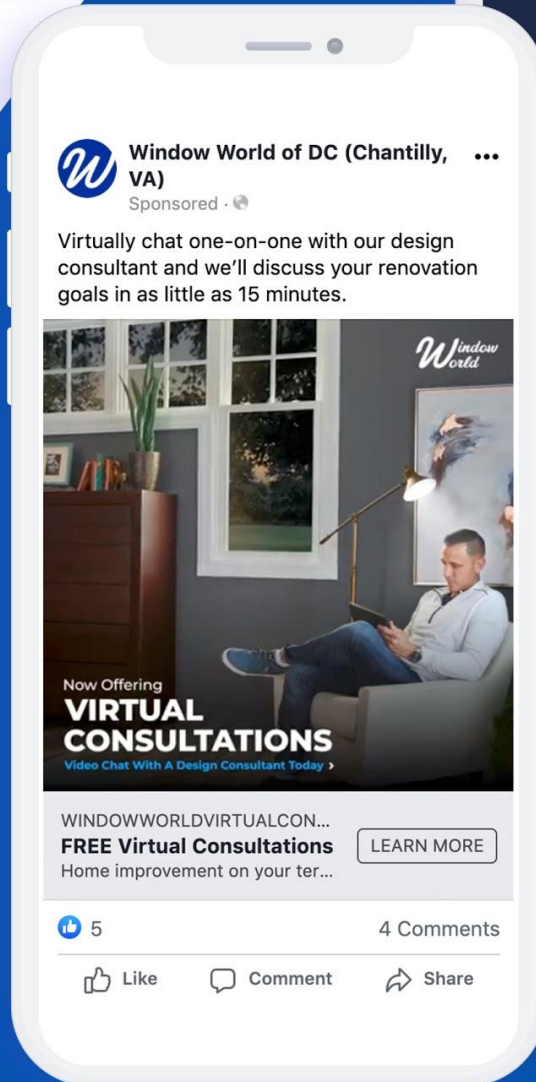
Social media was perhaps our strongest lead tool during COVID-19. And it makes sense. With so many users turning to social platforms while confined to their homes, media consumption on social channels rose by nearly 60%.

We were determined to make sure Window World took advantage of this trend. With an arsenal of ad units consisting of lead forms and video ads, we increased paid social leads by 12.3%.

VIDEO SOCIAL AD



ANIMATED SOCIAL AD



### PAID SOCIAL RESULTS

# 12.3%

*Increase in Paid Social leads during COVID-19.*

## CONCLUSION

The Virtual Consultation was more than an integrated marketing campaign—it was a lifeline in an unmarketable time. It forced us to un-think our traditional marketing formula and mobilize in a new direction.

Through a coordinated strategy leveraging video production, organic strategy, email marketing and paid media, we were able to not only boost Window World's bottom line and continue driving new business, but also introduce the missing link to their sales process—one that's had the success to endure long after COVID-19 is gone.

## What Our Clients Say



*The virtual consultation strategy has been extremely valuable to our business during the COVID-19 pandemic. We've been working to incorporate technology into all aspects of our sales process, and this strategy was the missing link. Very convenient and effective for both our staff and customers during these unique times.*

**- Greg Deathridge, Owner, Window World of Washington DC**



TriMark Digital is a full-service, integrated digital agency headquartered in downtown Raleigh, N.C. Providing digital marketing solutions and strategies uniquely designed to drive measurable results for each client, TriMark Digital strives to partner with like-minded companies seeking innovative, calculated strategies that stimulate, engage and convert prospective customers.

*Window  
World*

Window World®, headquartered in North Wilkesboro, North Carolina, is America's largest replacement window and exterior remodeling company, with more than 200 locally-owned locations nationwide. Founded in 1995, the company sells and installs windows, siding, doors and other exterior products, with a total of over 15 million windows sold to date. Window World is an ENERGY STAR® partner, and its windows, siding and Therma-Tru doors have all earned the Good Housekeeping Seal. To begin your exterior remodeling project today, visit [www.WindowWorld.com](http://www.WindowWorld.com) or call 1-800 NEXT WINDOW. For home improvement and energy efficiency tips, décor ideas and more, follow Window World on Facebook and Twitter.