

CASE STUDY

Building a pipeline for a luxury pool builder

the growth challenge

PAX Pools, a luxury custom pool company operating in the Austin, TX, and San Antonio, TX, markets needed a comprehensive go-to-market strategy to establish a strong presence and generate qualified leads within a limited amount of time.

Entering a highly competitive market as a new player, PAX Pools hired Sitemap to be a strategic partner to drive sustainable growth.



Website: Paxpools.com

Profile: Pax Pools is a luxury custom pool company operating in the Austin, TX and San Antonio, TX markets. They build high-end custom gunite pools and spas along with landscaping and patios.

customized solutions



Web Design & Optimization

We started with a completely new website that captured their brand essence and resonated with customers wanting a luxury pool. It was completely optimized for SEO.



Lead Generation

The PPC campaigns focused on capturing high-intent audiences while the SEO drove local traffic to the website and answered specific buyer questions.



Sales Enablement

We created sales assets including a complete sales brochure, proposal, one-pagers to help the PAX sales team win more sales.

measurable outcomes

Through a growth-first approach, PAX Pools received a complete pipeline and a clear path for continued growth.

Sitemap continues to partner with PAX pools to build upon the strong marketing foundation.



231 qualified leads + \$8.5 million pipeline in six months



300% growth in organic clicks for target keywords



18% decrease in paid search CPA



Library of assets ready for the sales team