



Nordic Hot Tubs (Nordic) is well known for manufacturing high-quality, affordable hot tubs. Located in Grand Rapids, Michigan with a large dealer network, products are easily accessible to consumers both nationally and internationally. With final sales of their hot tubs ultimately the responsibility of their dealers, Nordic needed to increase sales through their dealer network but could not rely on their dealers to nurture top-of-funnel leads.

Active RCP client since 2019.

## OUR APPROACH

Through careful evaluation of consumer, market, and competition data, RCP developed a branding campaign that connected with consumers on an emotional level and focused on wellness, therapy, and togetherness. A mix of high funnel organic content and paid digital tactics were used to capitalize on the extended time their consumers spend in the “consideration” phase. Qualified prospects were driven as “low funnel” leads to dealers using the SharpSpring platform.

## CAMPAIGN GOALS

- 1 Increase awareness of the Nordic brand.
- 2 Position Nordic as a go-to expert in the hot tub industry.
- 3 Reach customers in various geographic locations, specifically users in the researching and purchasing stages of the sales cycle.
- 4 Gather sales leads and conversions through landing page forms.
- 5 Connect the gap between leads and sales as well as make it easy for the dealers to close the sale.



CASE STUDY: Nordic Hot Tubs

## TARGETING

Adults ages 35-64 years old

Home owners living within a 5+ mile radius around select Nordic dealer locations

\$75K+ household income

Interest-based targeted audiences:

- Hot tubs
- Home remodel, home improvement projects, or new home construction
- Vacations
- Luxury electronics
- Luxury cars
- Recreational vehicles
- Boats
- Vacation properties



# RCP SERVICES & CAMPAIGN ELEMENTS

## STRATEGY

- Campaign development
- Research
- Messaging and positioning
- Media planning

## PROJECT MANAGEMENT & PRODUCTION

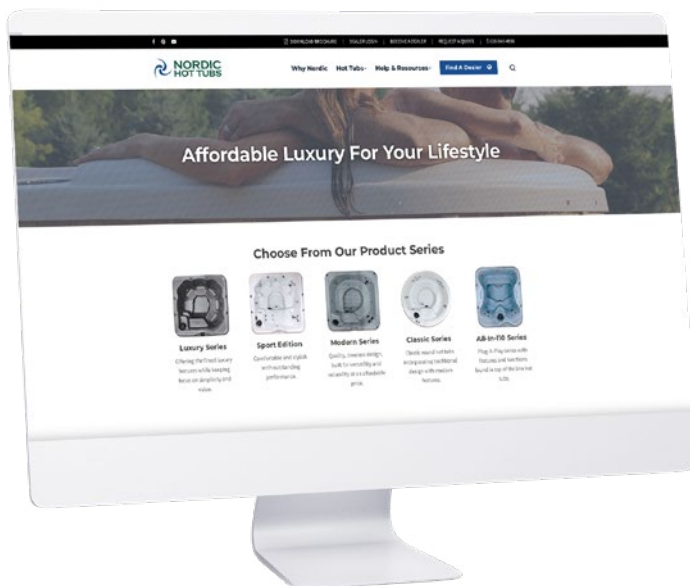
- On-location videography and photography
- Brand essence video development & scriptwriting
- Blog/copywriting
- Website development and SEO
- SharpSpring integration

## MEDIA PLACEMENT, OPTIMIZATION & REPORTING

- Paid search advertising
- Social media advertising – paid, retargeting, and boosted posts

**CLICK HERE TO SEE VIDEOS AND CAMPAIGN ELEMENTS**

<https://rcpmarketing.com/case-study-nordic-hot-tubs/>



CASE STUDY: Nordic Hot Tubs

[rcpmarketing.com](https://rcpmarketing.com)

## WHAT WE LEARNED

- Becoming a resource and industry expert was key for Nordic not just for consumers researching hot tubs but for their dealers as well.
- Purchasing a hot tub has a lengthy sales cycle with several touch points for Nordic to connect with the consumer.
- A focus on wellness, therapy, togetherness, and a tech-free activity for couples and families in messaging was appealing to the target audience.
- Homeowners wishing to remodel their houses represented the largest opportunity for new customers.

## WHAT WE ACHIEVED



### CREATE AWARENESS

2,150,900 overall impressions



### GENERATE DEMAND

872 Facebook leads  
39,656 clicks



### ENCOURAGE CONSIDERATION

93,000+ new website visitors  
126 brochure downloads



### CONVERT & SELL

1,614+ leads recorded  
in SharpSpring



### ACHIEVE LOYALTY

3,256 buyers registered and  
activated their warranties

Seven-month campaign results.

“RCP has been critical to the success of driving quality leads to our website and extending the life of our leads through the use of SharpSpring. Throughout the past 3 years, RCP has been a great partner to us and has elevated our brand to a place that once felt unobtainable. Through great photography and videography that captures the essence of our brand, we have been able to make our website and marketing content more engaging. Consumers quickly understand our value add and easily navigate the path through our website which has led to more consumers requesting quotes or contacting one of our dealers.”

Gabriella Vozza-Angerbrandt  
Marketing Specialist, Nordic Hot Tubs