



Balloons Above the Valley

www.balloonrides.com



Company Background:

Is one of the most prominent hot air balloon aviation companies in America and is the premier hot air balloon company in Northern California.



The Challenge:

Their website was old and outdated and they weren't actively marketing online therefore they were losing leads to their competitors who were.



WSI's Solution:

We built them a new professionally designed and mobile-friendly website and implemented a full digital marketing strategy (SEO, PPC, remarketing, social, content and video optimization).



The Results:

They doubled their website traffic in under a year, are seeing over 700 clicks per month from paid search, which in turn has increased their online registrations and revenue.

