

Doubling Conversions, 5x Facebook Engagement,  
and 1600% Visibility Growth:

# The Kitchen Design Concepts Story

## Client Overview



*Kitchen Design Concepts (KDC) is a premier design-build remodeling firm based in Dallas, TX, specializing in custom kitchen, bathroom, and whole-home renovations. Known for their elevated design aesthetic and exceptional craftsmanship, KDC works with discerning clients who value personalized service and timeless, high-functioning spaces.*





## Client

Kitchen Design Concepts (KDC) - <https://kitchendesignconcepts.com/>

## Industry

Kitchen, bathroom, and whole-home remodeling services

## Location

150 Payne Street Dallas, Texas 75207

## About

Since 2004, Kitchen Design Concepts has been building beautiful kitchens, bathrooms, outdoor living spaces, whole home remodels and additions for families all over the Dallas metroplex.

## Challenge

When Kitchen Design Concepts approached us in May 2023, they had a strong portfolio and a loyal client base, but they lacked a cohesive marketing strategy and digital presence that truly reflected the quality of their work. Their messaging was fragmented, their website didn't support modern SEO or conversion practices, and their content was underutilized across digital channels. With ambitious growth goals and a desire to connect more effectively with high-end homeowners, KDC needed a partner to lead a unified marketing approach.

## The Solution

We began with our **Strategy First engagement**, aligning on ideal client personas, core messaging, marketing priorities, and a roadmap tailored to the KDC brand. By July 2023, we transitioned into a full-service retainer engagement focused on:



Brand messaging  
refinement



Website strategy,  
redesign, and  
development



Ongoing content  
creation



Email marketing  
and newsletters



Social media  
management



Google Ads and  
SEO strategy

A key milestone was the launch of their **new website in August 2024**—designed to be both visually stunning and high-performing, with improved user experience, content structure, and SEO optimization.

## The Results

Since launching our partnership, Kitchen Design Concepts has seen transformational growth across every major marketing channel.

- ✔ Website sessions more than doubled, with a 70% increase in conversions
- ✔ Engagement on Facebook grew over 5x, and Instagram saw a 44% lift
- ✔ Google Ads became significantly more efficient, with a 30% rise in conversions and a 23% drop in cost per conversion
- ✔ Calls from ads increased by over 80%, leading to stronger lead flow
- ✔ Google Business and organic search visibility surged, driving a 1,600%+ increase in impressions and clicks

This momentum continues to position Kitchen Design Concepts as a premier remodeling firm in the Dallas market, now supported by a digital presence that truly reflects the sophistication and quality of their work.



## Conclusion

Through a strategic, ongoing partnership, Kitchen Design Concepts transformed their digital presence into a true extension of their brand—polished, professional, and high-performing. The dramatic improvements in visibility, engagement, and conversions demonstrate what's possible when brand clarity meets consistent, expert execution. KDC now has a scalable marketing foundation that supports their growth, deepens connections with ideal clients, and positions them as a top-tier remodeler in the Dallas market.

### About Duct Tape Marketing

Duct Tape Marketing is founded on the simple belief that marketing is the most important small business system. And we just so happen to believe that small business owners are the true heroes of business, so we've made it our mission to build, train, support, and teach small business marketing strategies and tactics to as many of these heroes as possible. Learn more about us at [www.ducttapemarketing.com](http://www.ducttapemarketing.com).