



TECHNOLOGY



MARKETING



CONSULTING

# TRUSTED BUSINESS GROWTH PARTNER

CASE STUDY ON  
**EZ STREET ASPHALT  
AUSTRALIA**



# CASE STUDY

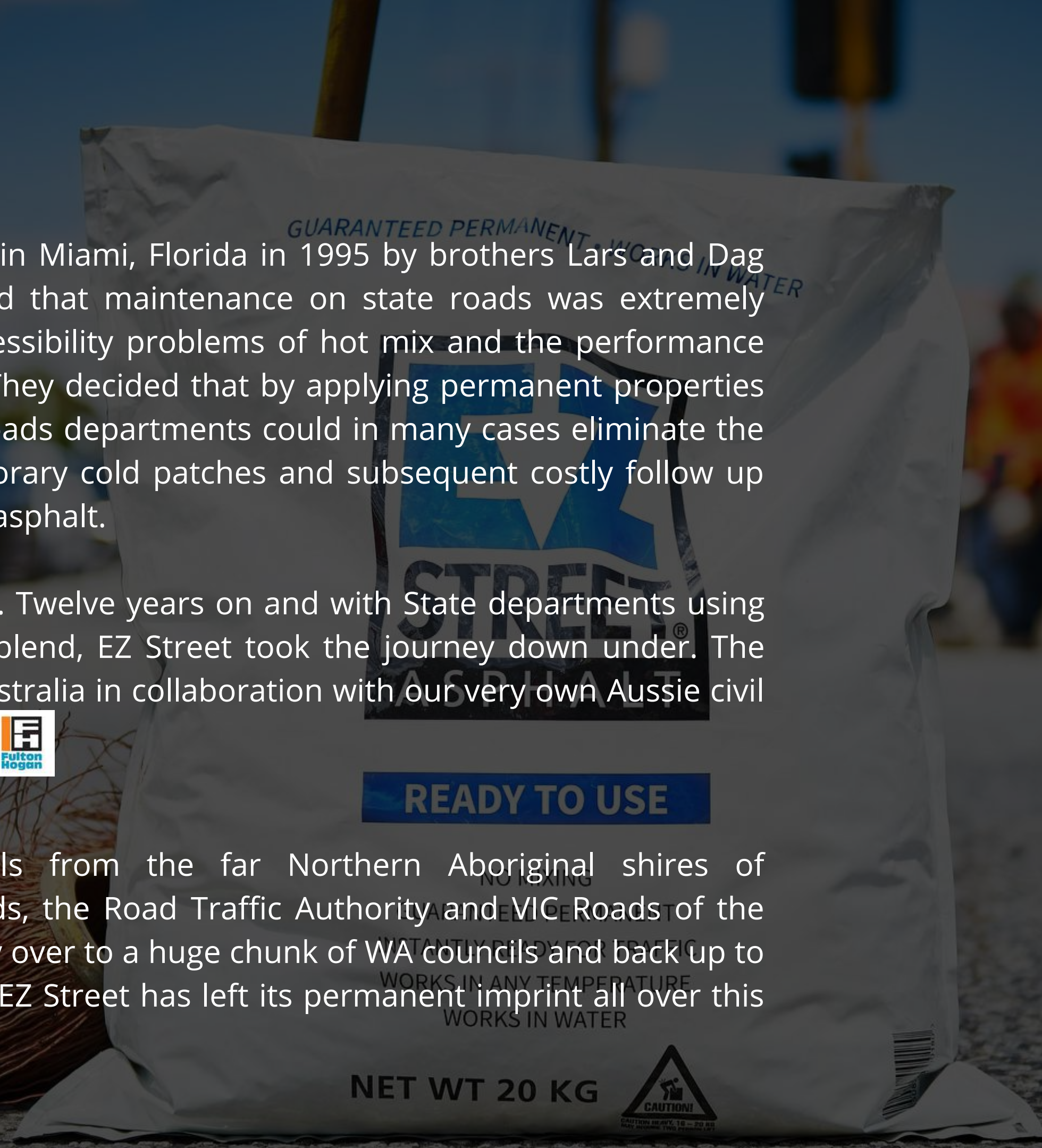
## Introduction

EZ Street was founded in Miami, Florida in 1995 by brothers Lars and Dag Seagren. They identified that maintenance on state roads was extremely inefficient with the accessibility problems of hot mix and the performance problems of cold mix. They decided that by applying permanent properties to cold asphalt, State roads departments could in many cases eliminate the process of laying temporary cold patches and subsequent costly follow up reinstatement with hot asphalt.

And so began EZ Street. Twelve years on and with State departments using this industry changing blend, EZ Street took the journey down under. The brand is operated in Australia in collaboration with our very own Aussie civil contracting company –



Now used by Councils from the far Northern Aboriginal shires of Queensland, Main Roads, the Road Traffic Authority and VIC Roads of the east coast, right the way over to a huge chunk of WA councils and back up to the Northern Territory, EZ Street has left its permanent imprint all over this great southern land.





## THE CHALLENGE

# Gaining Brand Awareness, Visibility, and Generating a Consistent Stream of Quality Leads

Before the COVID-19 crisis started in Australia, EZ Street Asphalt used to heavily rely on word-of-mouth, and traditional offline marketing channels, such as trade shows and expos.

Since COVID-19, their sources of enquiries plummeted as they are unable to fall back on the usual sources of enquiries.

EZ Street's internal team kicked off the online marketing campaign in early 2021 but the team had no prior know-how on online marketing and were struggling with attracting enquiries.

The ads were not converting, there were no concrete online marketing strategies in place.

Despite them having a product that is incredibly effective for the Australian market, with an immense potential to revolutionise road repairs and the fact that they are backed-up by the trusted Fulton Hogan brand, the brand was struggling to recover their sales volume.

Fulton Hogan needed a trusted team who could give direction to their branding and online marketing, who could properly maximise their marketing channels with well put-together strategies. Their revolutionary products needed to be heard, seen and trusted by their target audience.



## THE SOLUTION

### Our focus was mainly on amplifying their online presence, taking their to increase their enquiries

Through our unique discovery and development sessions, as well as extensive research, we began working alongside EZ Street team to put together a strong online presence for this high-potential company.

Using avenues like SEO, Google Ads, LinkedIn, offline marketing, LinkedIn profile management, we started boosting their online visibility. It was evident from both the number and the context of the enquiries that their target audience were starting to notice the product, the benefits and wanted to know more or order straight away.

The drastic improvement in their Google ranking also has been providing a strong turf to compete against with other similar companies.

From online to offline reputation management and lead generation, it was all done for them through our Done 4U Marketing Solutions.

***"I'm thrilled to see the number of our leads doubled up in just 3 months of working with VIS. Our sales record has exploded, we sold more products this last quarter than the whole other months combined this financial year. The VIS team is a delight to work with, easy to reach, they know their stuff and are ready to help in every possible way. Can't recommend them highly enough!"***

Ivanka Barritt  
National BDM - EZ Street



# THE RESULT

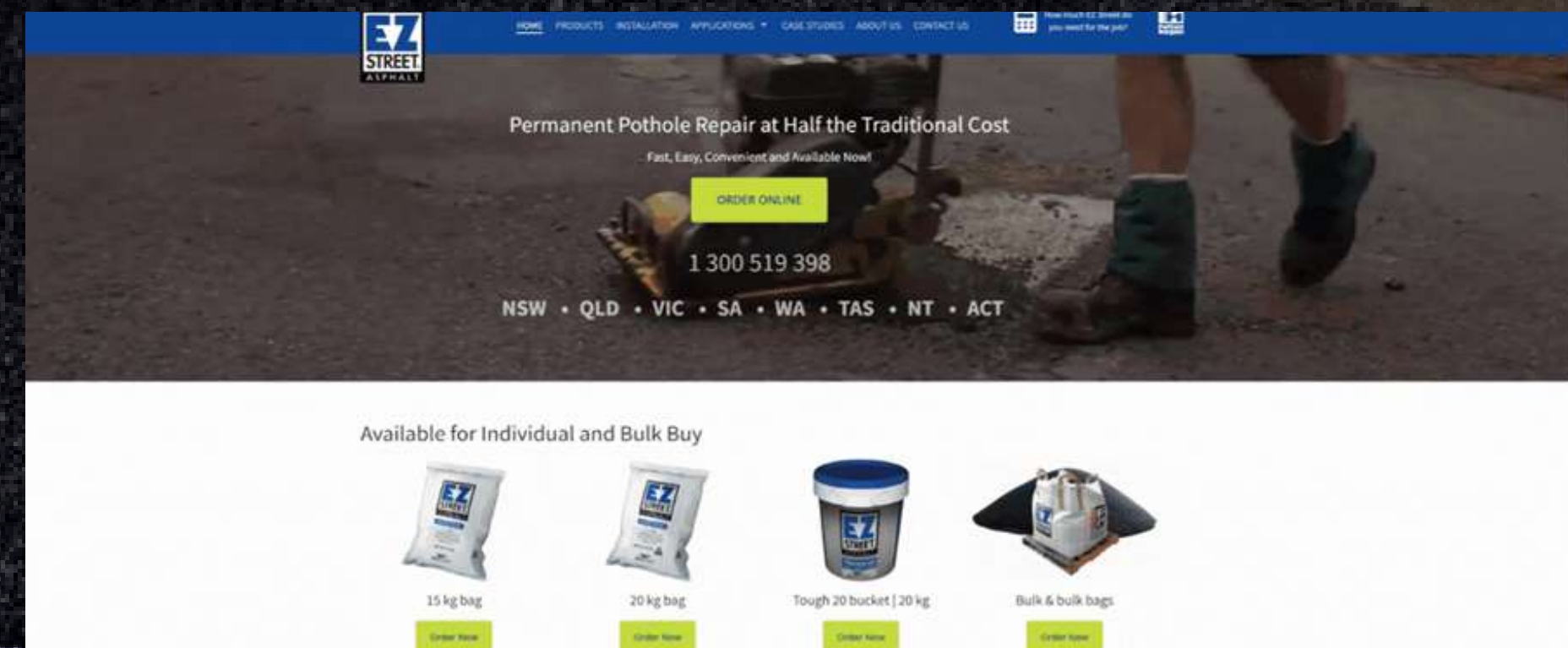
We began the project with a strong goal to generate quality leads, brand awareness and genuine enquiries.

With a greater online presence and continued digital marketing, EZ Street continues to grow as an innovative road repair solution company

## 1. Consistent flow of enquiries from Google Ads:



## 2. Website makeover for conversion friendliness



3. From no substantial ranking for keywords to being #1 and amazing goal conversions

Google

cold asphalt near me


#1

<https://www.ezstreetasphalt.com.au>

**EZ Street Asphalt: Cold Mix Asphalt Suppliers Australia**

Are you on the lookout for **Cold Mix Asphalt** Suppliers in Australia? Then kindly give a call on 1300519398 or browse our site for more information.

Products · Installation Guide · Potholes



#2

<https://www.ezstreetasphalt.com.au> · User Types

**EZ Street Cold Asphalt Retailers**

EZ Street asphalt's re-sealable 15.8 kg bags and 20 kg buckets are the perfect retail fit. The extended 12 month shelf life ensures minimal throw away come ...

People also ask

Is cold asphalt any good?

What is a cold mix asphalt?

Is cold patch asphalt durable?

What is the difference between cold patch and asphalt?


Feedback

#3

<https://www.cfulton.com.au> · ez-street-cold-asphalt-20kg

**Ez Street - Cold Asphalt 20Kg - C.Fulton PTY. LTD**

Ideal for those pothole repair jobs that you don't want to be left short on. Show us how tough you are... Try the 20 kg. An excellent pothole repair solution.




#4

<https://www.soilworx.com.au> · shop · product · Cold...

**Cold Mix Asphalt - SoilWorx**

Our **Cold Mix Asphalt** is a cost effective road & pavement repair solution. Ideal use: pothole repairs, trench, patching and core hole infill. Buy now, pay later. \$320.00 · In stock



#5

<https://www.boral.com.au> · product-information · bora...

**Boral launches high performance cold mix asphalt**

25 Feb 2020 — Boral is excited to introduce UltraPatch™, a premium ready-to-use asphalt for long-term repairs for potholes and patches in **asphalt** and concrete ...

#6

<https://www.boral.com.au> · products · asphalt · bitupack

**BitupackR | Boral**

BitupackR is a bituminous **cold mix** that is suitable for emergency or temporary repairs to footpaths, ... Boral **Asphalt** Bitupack is a product of Australia.

#7

<https://www.blackwoods.com.au> · asphalt-cold-mix

**Asphalt/Cold Mix | Hardware, Building & Construction Materials**

We recommend to select an option from the below confirmation box and not to click on close button to view **nearest** Blackwoods Branch stock.

#8

<https://alexfraser.com.au> · recycled-asphalt


**1 Million Tonnes – Laverton Asphalt - Alex Fraser Group**

2 Mar 2022 — Of the million tonnes produced, around 270,000 tonnes was made up of recycled





## 4. Increased social media presence, brand awareness and interaction




**Brett Mottolini** • 2nd  
Business Development Manager at Fulton Hogan  
5mo • 🌐

+ Follow ...


Great product and available in Western Australia, contact me for more information and pricing.


**Ivanka Barritt** • 1st  
National Product Manager at EZ Street Cold Asphalt/Fulton Hogan | Delivering ...  
5mo • Edited • 🌐

From repairing asphalt patches in Sydney to performing utility cut repairs in the Corangamite Shire, at EZ Street Asphalt our cold asphalt has left its imprint all over Australia. To learn more about how [EZ Street Asphalt Australia](#) ...see more


 Case | EZ Street Cold Asphalt Australia  
[ezstreetasphalt.com.au](http://ezstreetasphalt.com.au)

👍 14 2 comments

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 Add a comment... 😊 📷

Most relevant ▾

 **Martin Torode** • 3rd+  
Asset Management Pavements Inspector  
4mo ...

Brett I can honestly say it's like "black caviar" Good quality material. Having using tons of this of this stuff off the back of my Ute in Bulka bags up at North link Muchea section for CPB . Due to my expertise in filling Pot holes in the UK I had the task to hold the great Northern highway open while North link in progress I gained the Nic ...see more


Like · 🗨️ 1 | Reply · 1 Reply


 **Martin Torode** • 3rd+  
Asset Management Pavements Inspector  
4mo ...

[Bill Rock](#) 🎉

Like | Reply

## 5. Driving LinkedIn profile for personalised touch and better outcomes





### Ivanka Barritt

National Product Manager at EZ Street Cold Asphalt/Fulton Hogan | Delivering Biofriendly and Convenient Potholes Repair Solution  
Greater Melbourne Area · [Contact info](#)

2,338 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

Open to work

National Account Executive, National Account M...


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Share that you're hiring and attract qualified candidates.

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### Suggested for you

👁 Private to you



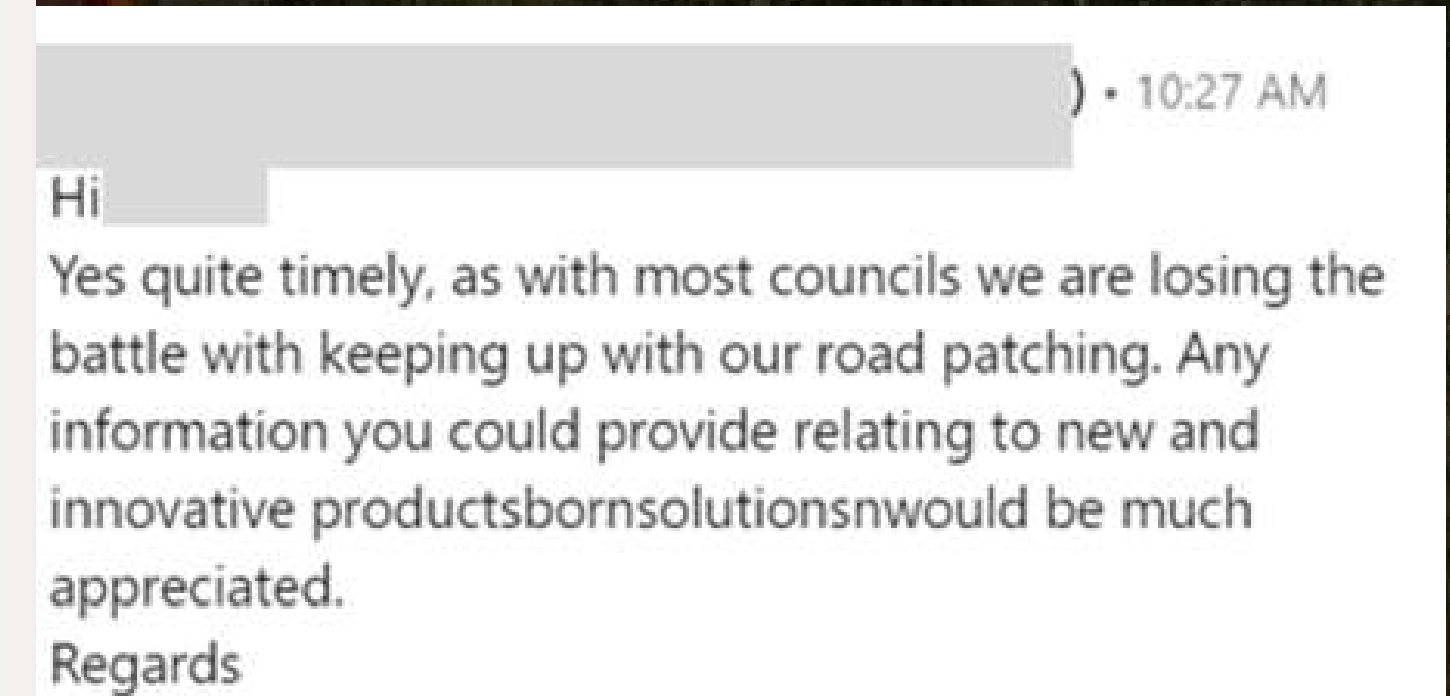
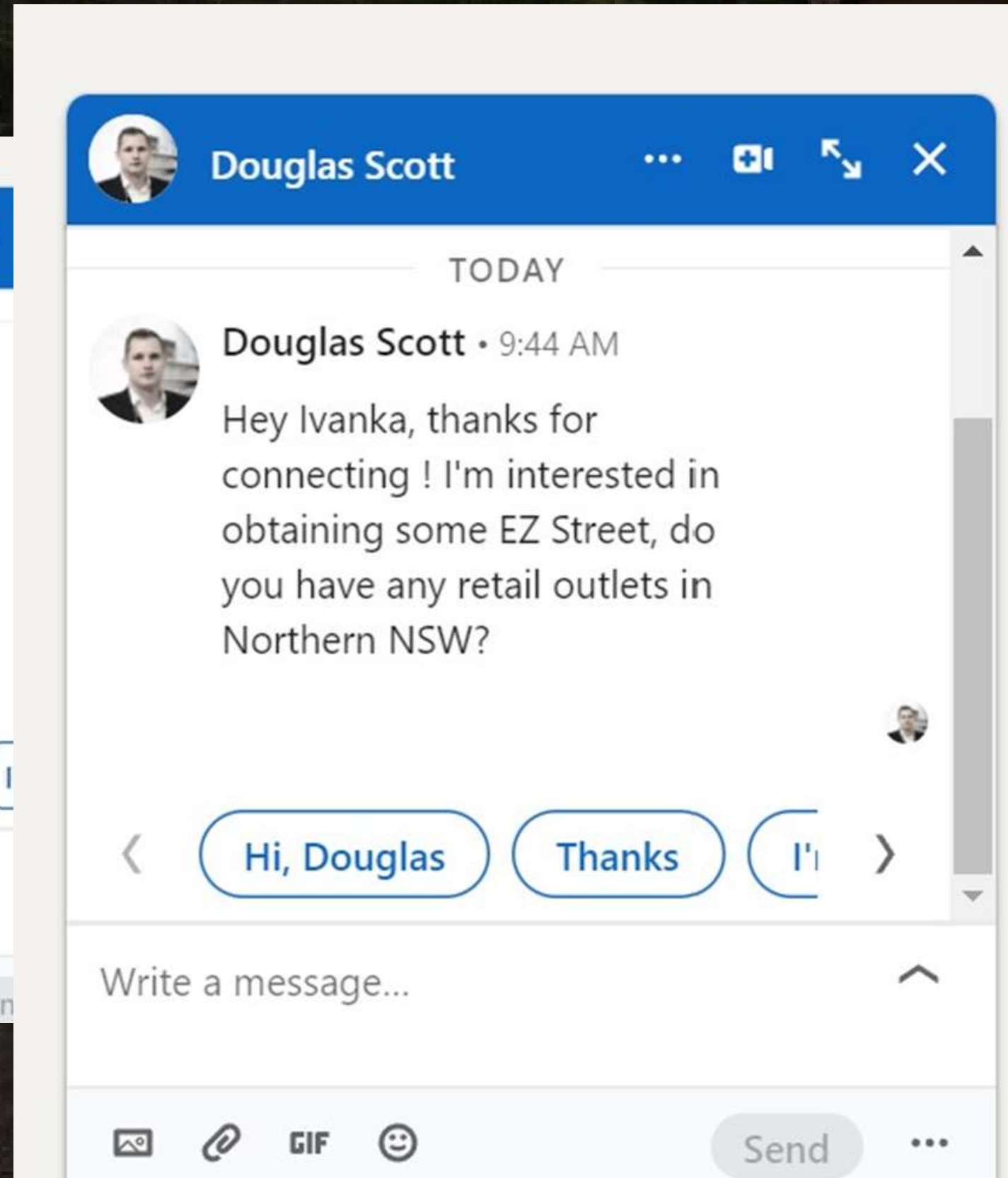
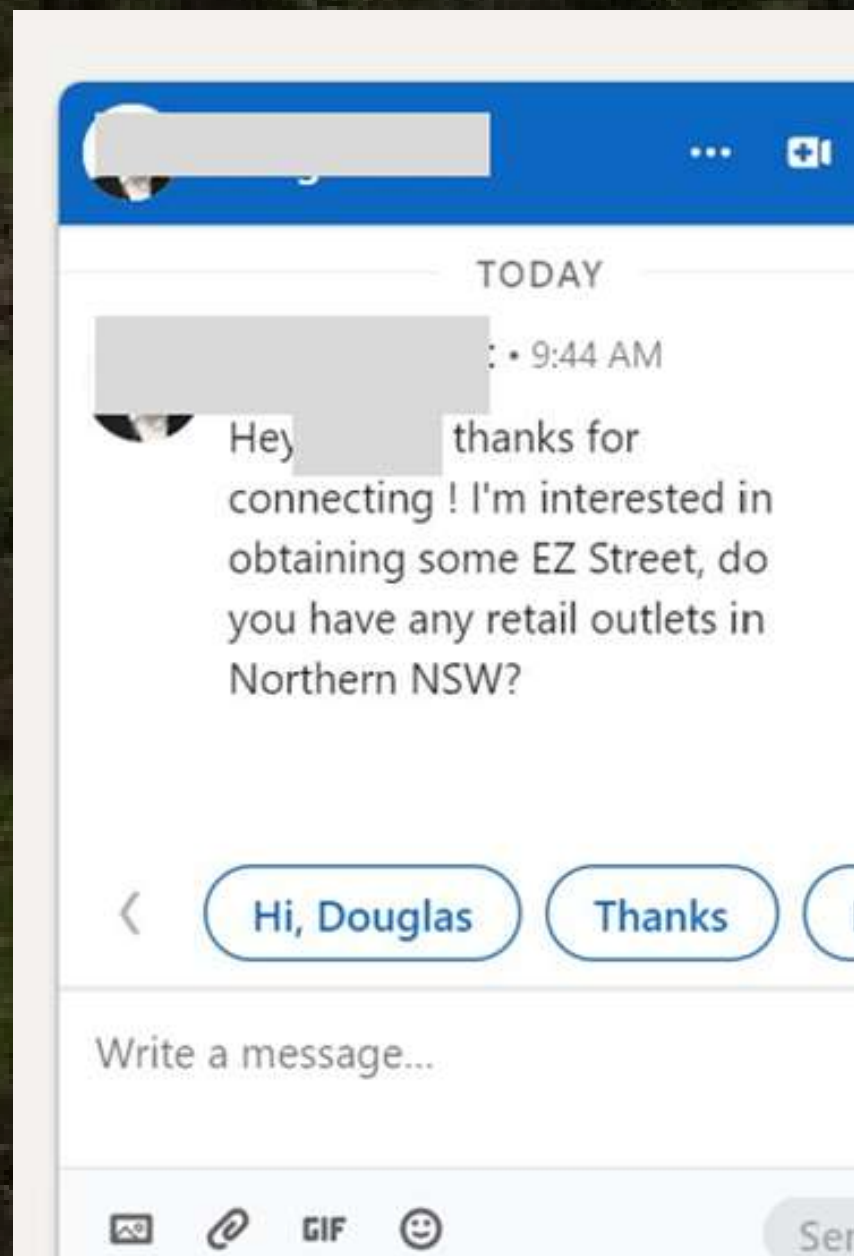
Highlight your skills from Fulton Hogan

Make it easier for recruiters to find you by showing where and how you used your skills.

[Edit experience](#)



## 6. Inbound enquiries







**Branding & Marketing Made EZay!**





**SHOWING POTHOLE'S WHO'S THE BOSS!**