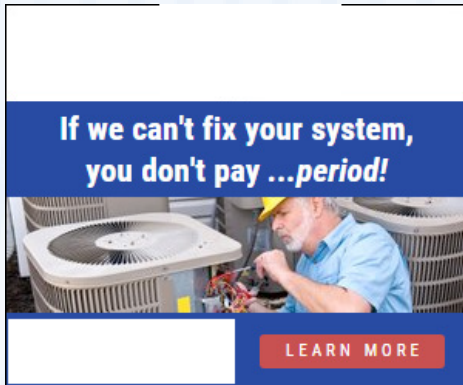


Success Story

digital



Digital Drives Up Dollars Per Transaction for Local Heating and Air Company

“ In the one month that we’ve been running these campaigns we’ve seen more new business than our other marketing company generated in two years. ”

~Bill, Owner

BACKGROUND:

██████████ has been keeping ██████████ NC hot (and cool) for 14 years. Business was stable, but the owner was intrigued with the opportunity to secure higher-paying service appointments. Over the years, he advertised on and off with multiple media outlets, but had never tried digital.

OBJECTIVES & GOALS:

██████████ service schedule was full, but he realized a majority of the jobs were smaller projects, failing to deliver a strong enough ROI to be able to add the employees and trucks needed to complete the work. ██████████ needed to capture customers in need of higher-priced services.

SOLUTION:

Though Bill was very opposed to digital, The Gaston Gazette team proved that the customers they sought were using digital platforms to find service providers, presenting an opportunity for ██████████. They encouraged him to leverage search engine marketing and targeted, digital display ads to reach an audience with larger homes, higher incomes, higher credit ratings and older homes. The campaign would use geofencing to target neighborhoods meeting that criteria intending to deliver prospects that would generate more dollars per transaction.

Also, The Gaston Gazette team identified ██████████ one of ██████████ suppliers, as having Co-Op advertising funds available to their partners. This opportunity allows providers to be reimbursed for a portion of any advertising dollars used to drive sales of the manufacturer's products.

PRODUCTS:

- Co-Op Funding
- Targeted, Digital Ads
- Search Engine Marketing
- Social Media Advertising/Social Conversions

RESULTS:

██████████ is capturing and converting more leads than ever. In one month, they captured 17 leads, drove 200 clicks to their website and delivered their message to 250,000 prospects! To sweeten the deal, Bill will be reimbursed for at least 50% of his marketing investment, improving his ROI even further.

The Gaston
Gazette

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