

Home Services Case Study

CONCRETE COATING

CONTEXT



CAMPAIGN LENGTH

13 months



GEOGRAPHY

Southern U.S.



INVESTMENT

\$350,000



SOLUTIONS

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Chat Widget, Streaming TV, Display

OBJECTIVE

This client was looking to increase brand awareness and drive more qualified leads via form fills and phone calls.

RESULTS

6.8k

Leads

2.6M

Impressions

58.8k

Clicks

2.25%

Click through rate

STRATEGY AND SOLUTIONS

STRATEGY

- Our team used upper and lower-funnel tactics to accomplish the clients goal.
 - CTV allowed us to increase brand awareness for relevant audiences based on online behaviors and people searching for like-services.
 - Using SEM and SEO resulted in this client being shown at the **top of Google results** when searching for keywords related to the products and services offered.
- Once on the site, the tracking we implemented around leads and the addition of our Chat Bot helped us achieve our goals grow this account over time.