

Statistics Date Range: (Feb, 2020 - March, 2020)

THE CHALLENGE

This specific SERVPRO location aimed to increase its onsite client retention rate, attracting new commercial and residential users, and converting those clients and businesses to long-term clients. By emphasizing its range of services to users, our goal was to strengthen the perceived and actual bond between their services and the residential and commercial customers.

OUR SOLUTION

The solution in this case was to rebuild most if not all of their Digital Marketing campaigns along with their Organic SEO. We simply restructured all areas of Adwords, Facebook, Content Strategy, Directory Listings and more. With that we saw instant growth from our customized strategy.

↑ 17.5%

CLICKS



↑ 513%

CONV RATE



↑ 523%

CONVERSIONS



DATA BEFORE

Clicks: 41

Conversions: 1

Conversion Rate: 2.44%

CTR: 1.62%

Cost Per Click: \$32.59

DATA AFTER

Clicks: 234

Conversions: 35

Conversion Rate: 14.96%

CTR: 5.2%

Cost Per Click: \$14.81

