

A Website and Pay per Click Advertising Case Study

Can a New Business Succeed with Lead Generation Online?



Goal

Test and measure to answer this question:

Can a new service business that has just opened develop a profitable lead flow within 90 days?

Background

Bare Metal Standard provides commercial kitchen exhaust cleaning. Bare Metal Standard of Dallas-Fort Worth needed to move quickly to establish local branding with a topnotch responsive website – new relationships and long term opportunities were at stake and there was no time to waste.

At the same time, these smart executives needed more leads and to adhere closely to their allowable advertising budget; if advertising proved lack luster it would be cancelled quickly.

Ideagility worked closely with the team to create the website in less than 30 days.



New pay-per-click advertising began testing landing page creative, keywords, offers and distinct geographic targeting as soon as the site went live.

Ideagility knows from experience, it's critical to have a landing page that speaks directly to the prospect's search. When ad searchers click through to a website homepage, the focus of the search may become diluted. Targeting Bare Metal Standard searchers to a relevant landing page was a critical component of this strategy.

"Our pay-per-click campaigns delivered three new jobs the first week the website went live. From managing our website and content to advertising and reporting on results, Ideagility is helping us grow faster than we thought possible."

— Jared Reynolds, Owner, Bare Metal Standard of Dallas-Ft. Worth

Outcomes

Success! During the first week of the test, leads from the campaign delivered three new profitable jobs. The business owners were thrilled but Ideagility was looking for more. After nearly 90 days of testing and optimizing, job leads increased over 60% on a weekly basis. Custom landing pages directed prospects to take action on the one service they were looking for. Furthermore, optimizing ad text further increased click-through-rate to a whopping 4.56%.

At the end of the year, the clients reported closed sales on three of nine months. They noted that there were other sales that resulted from advertising, but shared only three month's of sales data. In January, February and November 2016, they closed a total of 17 jobs that could be directly attributed to advertising leads. By measuring the total cost of media (ad spend) plus our agency service fees for comprehensive site management, advertising and organic search over the entire nine months, the clients confirmed that their return of investment for just three months of sales was 110%. Even better, these first time buyers signed annual service contracts resulting in quarterly services and a forecast return on investment of 1100% over three years.