

## A Paid Social Marketing Case Study

Will Facebook Advertising Succeed During 'Slow Times'?



### Goal

Test and measure to answer this question: can a coupon offer in Facebook result in profitable sales that create fill-in work during water damage slow times?

### Implementation Goals

- Adhere to national branding standards with brand compliant offers and creative
- Test and measure a variety coupon offers
- Measure the impact of advertising on website traffic and search rankings

### Background

We worked with property damage restoration provider ServiceMaster by Simmons of Virginia for more than five years, until the business was sold in late 2016. We managed highly customized website design and content, directory listings, organic rankings and advertising in Google AdWords and Bing Ads. Pay per click advertising was particularly profitable, capturing urgent searchers who frequently delivered water damage restoration jobs worth thousands of dollars. These initiatives were carefully analyzed each month, growing increasingly profitable over many years.

Water damage restoration is seasonal and advertising was particularly valuable during the winter and spring months. But paid clicks ran as high as \$90 each in this busy East Coast metro area. Pay per click was often not profitable during the off-season and July through August was often the slowest time.

We recommended a much lower ad spend with a Facebook advertising test.



## Outcomes

It's important to understand that the most successful ads in Facebook receive very high click through rates in the form of more people responding to the ad. Facebook rewards these proven performers with a special discount because the increased advertising efficiency helps them to make more money on the advertiser.

ServiceMaster by Simmons ads ranked in the 99th percentile on Facebook – and so the cost per click was extremely discounted. Valuable new customers clicked through ads to receive a special coupon for as little as fifteen cents each.

Closed sales are the most immediate way to measure the effectiveness of a campaign being tested to create new sales. However, increased website traffic is indicative of additional success in the form of name recognition. Building brand locally represents community members likely to return when they have a need the company can fulfill.

By earning more clicks for dramatically less, our client closed eight water and mold jobs in just three months.

Equally exciting, new Facebook prospects flooded the website, resulting in more than 30 new visitors per day whenever ads were running. Triple digit ROI made this campaign test a big success and worthy of continuation advertising.