Case Study for a Plumber



Our Objective

We aim to make search marketing more accessible and cost-effective for small businesses by increasing website traffic, enhancing online visibility, and delivering measurable results that drive sustainable business growth.

Background

We specialize in providing affordable, results-driven digital marketing solutions designed to help plumbing companies and contractors expand their reach locally and nationally. We aim to increase website traffic, generate high-quality leads, and drive sales, fostering long-term growth for plumbing businesses.

Challenge

In July 2024, the campaigns faced challenges with a low conversion rate and an exceptionally high cost per conversion, achieving only 2 conversions for \$1,232.49 each. The primary objective was to increase conversions while reducing the cost per acquisition (CPA) and improving overall campaign efficiency.

Strategy & Approach

Over three months, we implemented a series of strategic optimizations to enhance campaign performance:

1.SKAG Campaign Implementation:

We launched a Single Keyword Ad Group (SKAG) campaign targeting the core keyword "PLUMBER," to filter out irrelevant traffic and focus solely on the main service. This approach resulted in a substantial increase in conversions, from 2 to 11, reflecting a 450% improvement.

2.Negative Keyword Strategy:

We added negative keywords across broad, exact, and phrase match types to further refine targeting and eliminate irrelevant traffic. This strategy helped reduce the cost per conversion from \$1,232.49 to \$168.59.

3.Search Term Optimization:

By incorporating high-converting, relevant keywords from search term data into exact and phrase match campaigns, we were able to enhance lead quality. This change contributed to a further increase in conversions, from 11 to 16.

Results

Through these strategic optimizations, we achieved the following outcomes over the three months:

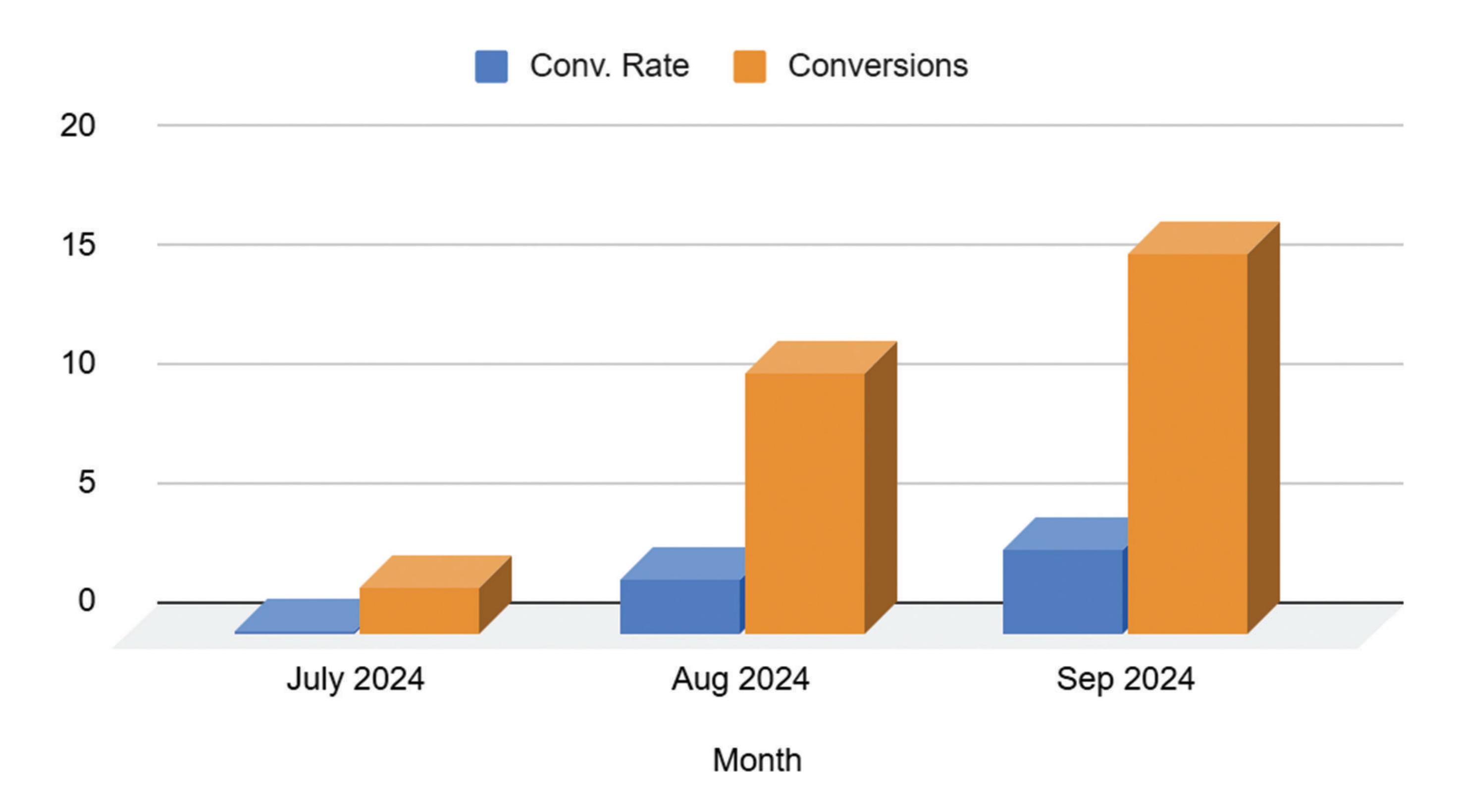
These results demonstrate the effectiveness of our approach in driving both higher conversions and improved cost efficiency, ultimately contributing to the long-term success of plumbing businesses.

Month	Conversions	Cost/Conv.	Conv. Rate	% Increase in Conversions
July 2024	2	\$1,232.49	0.07%	Baseline
Aug 2024	11	\$168.59	2.30%	450%
Sep 2024	16	\$127.40	3.55%	45.45%

Conversion Increase: Conversions grew from 2 in July to 16 by the end of the optimization period, representing a 700% improvement.

Cost Efficiency: The cost per conversion was reduced by 89.67%, from \$1,232.49 in July to \$127.40.

Enhanced Conversion Rate: The conversion rate increased from 0.07% in July to 3.55% in September.



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