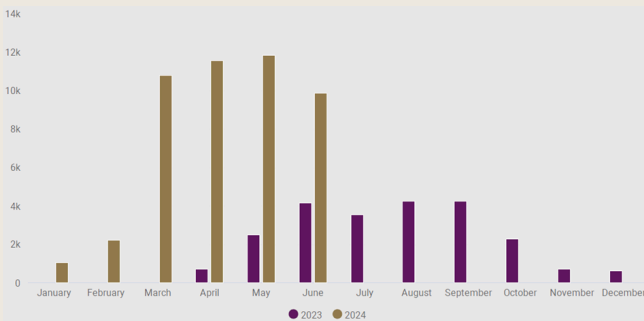




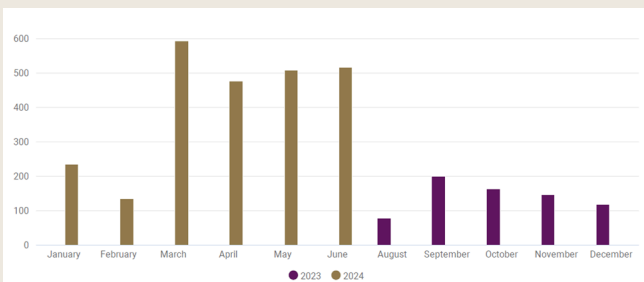
PAID DIGITAL CASE STUDY

Lodestar Marketing Group significantly increased awareness and leads while decreasing the CPA for this local home services company.

RESULTS



189% INCREASE IN NEW WEBSITE VISITORS



400% INCREASE IN WEBSITE CONVERSIONS (REQUEST FORMS, PHONE CALLS, EMAILS)



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

SARAH SCHWITTERS
Lodestar Marketing Group

INTRODUCTION

This local home services company was experiencing a decline in leads and its installation schedule was only at 30% capacity. After testing digital marketing with less-than-optimal results, they engaged with Lodestar Marketing Group to develop a strategic digital marketing strategy to quickly increase lead volume and appointments.

PROBLEM

The home services industry is highly competitive, with click costs approaching \$15 per click, which was not profitable for the company. In addition, the company struggled with accurate tracking and understanding campaign ROI and actual results. Their installation schedule was at about 30% capacity, and they needed to find a way to quickly increase their business and profitability.

SOLUTION

Lodestar Marketing Group started by ensuring the company had accurate tracking from click to lead. They created a test plan to iterate quickly to generate the needed results. The campaigns included paid search, Performance Max, paid social, Google local service ads, and video campaigns.

Within the first month, the company saw a significant increase in website traffic and leads. Their installation schedule quickly filled, and they continued booking additional appointments about 2-3 weeks out.

CONCLUSION

Lodestar Marketing Group was able to move quickly to help this local home services company impact their business within the first month. By ensuring accurate tracking and tapping into their experience of best practices, they were able to make a significant contribution to the success of this company.