CASE STUDY

GOOGLE ADS

How a Tree Care Company Grew Their Business with Google Ads



Tree Care Company

OVERVIEW



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In a bid to elevate their tree cutting business, a renowned expert in tree restoration, maintenance, conservation, and removal services across Maine, New Hampshire, and Massachusetts sought to generate high-quality phone calls to bolster their skilled workforce.



ABOUT THE CLIENT

Our client is a leading tree care company specializing in tree restoration, maintenance, conservation, and removal services across Maine, New Hampshire, and Massachusetts. With a reputation for expertise and reliability in the industry, they have been serving residential and commercial customers for several years.



PROBLEM STATEMENT

Despite being an established expert in tree care services, the client faced challenges in consistently generating a sufficient number of high-quality leads and phone inquiries. Traditional marketing efforts were not yielding the desired results in terms of lead volume and were not effectively targeting potential customers with high purchase intent.

GOALS

The primary goal of the campaign was to leverage digital marketing strategies, specifically through Google Ads, to increase brand visibility and reach among individuals interested in home improvement services. They also wanted to drive a significant number of high-quality phone calls from potential customers seeking tree restoration, maintenance, conservation, and removal services.



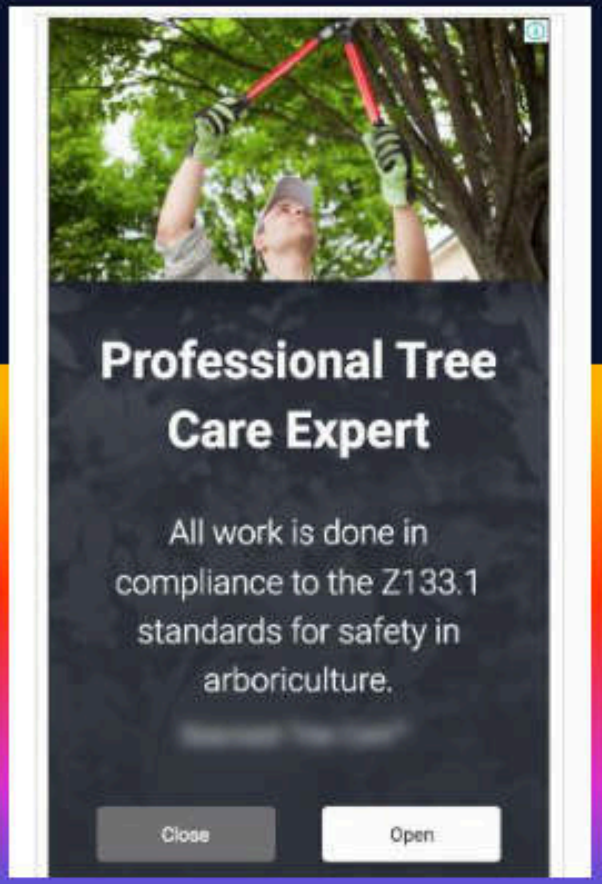


STRATEGY

Over a project duration of 1.5 years, we deployed a simple yet effective search campaign optimized for each relevant keyword. Our strategy was twofold: targeting individuals with a keen interest in home improvement and those residing in the local area.

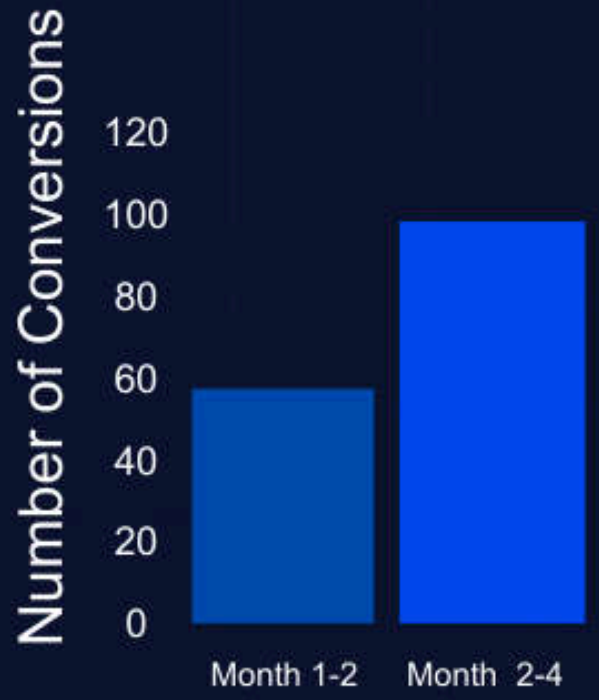
BEST PERFORMING ADS

The best-performing ad had high engagement, as we implemented search ads to align with users' interests, directing each campaign ad to the client's specific landing page.



DETAILED RESULTS

With a monthly budget of $2,000, we utilized search ads to attract individuals actively seeking the client's services and click-to-call ads to facilitate direct communication. The campaigns were continuously optimized to maintain peak performance. This approach yielded an impressive ad impression count of over 15,000 views, indicating a robust level of engagement.



Budget: $2,000 Per Month

Location: Maine, New Hampshire, and Massachusetts

FINAL OUTCOME

As a result of our efforts, we generated 31,943 unique impressions, 157 conversions, and 142 high-quality phone calls, achieving a click-through rate (CTR) of 2.26%.

CONCLUSION

The final outcome was a significant influx of new business and potential future growth for our client, demonstrating the power of a well-executed Google Ads strategy in transforming lead generation and business development.

