

How Digital Advertising Boosted a Tree Service Company's Lead Generation by 876% Without a Budget Increase

An established regional tree service company, **stuck in the past** and **relying on traditional and print media to drive leads**, came to initiate-it, facing a multitude of limiting factors. Without an internal marketing department or advanced understanding of digital advertising, this small business was open to exploring new avenues of quality lead generation, further development of client relationships, and brand awareness augmentation.

initiate-it examined the past efforts of their new client and determined that the existing traditional advertising approach could be replaced with a comprehensive digital strategy, without an increase in budget. This line of thinking led to a multi-tiered plan of attack, designed to overhaul the existing marketing efforts and replace them with a strategy based in search marketing, to be completed in five steps.

The transition from a traditional approach or the expansion of digital strategies is not always this seamless, but has the latent potential to deliver just as impactful results.

DIGITAL ADVERTISING Boosted Lead Generation by **876%**

1 Remove Existing and Ineffective Approach

The previous approach was centered around a direct mail campaign, intended to take a shotgun approach of finding new clients in affluent localities, without concern to their need for services or level of interest in engaging with a tree service company. This led to a limited number of leads, each of which cost \$327.91 to acquire and \$687.71 to close.

2 Execute a Search Marketing Strategy

Through industry research and pre-campaign testing, a pay-per-click search strategy was born, initially yielding a **192% increase in lead generation**, while also scaling down **the cost per lead to \$207.82** (63% of prior year) and **the cost per closed lead to \$432.33** (62%).

3 Analyze and Optimize Search Effectiveness

Where traditional advertising is static and sometimes difficult to gauge in its effectiveness, digital media lends itself to hyper-focused tracking and ultimate optimization through data analysis and campaign learning. initiate-it challenged themselves to continue to improve, even though the search strategy was currently delivering 50 leads per month, via form-fill or phone call. These prospects exhibited **a click-through rate of 1.32%, a conversion rate of 8.39%, and a cost per conversion of \$78.03**. While easily outpacing the metrics posted by traditional media, these benchmarks would soon serve as nothing more than starting blocks.

analyze • it

4 Implement Updated and Enhanced Search Strategy

Through continued improvement and monthly updates and optimization, **the click-through rate climbed to 3.72%, the conversion rate soared to 27.60%, and the cost per conversion has dropped by 30%**, resulting in a cost of **\$24.37 per converted lead**. These improved metrics have enabled initiate-it to capture **122 leads per month through search alone** and markedly improve the tree service company's bottom line. This 122 leads/month figure represents an **876% increase in monthly lead generation** compared to the previous direct mail campaign, which was proposing only 12.5 new leads per month during its inaugural year of operation.

5 Complement Primary Channel with Supplementary Efforts

Advertising through search was the most notable driver of client acquisition and demonstrated substantial growth, but digital strategies are most effective when operated comprehensively. initiate-it supplemented the pay-per-click search efforts with paid social media, programmatic display advertising, customized landing pages, online reputation monitoring, and an enhanced customer relationship management/email strategy.

enhance • it

The conversion rate soared to
27.60%

If you're interested in learning how you can take your business to the next level, contact us today and let's talk.

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