

McClatchy Client Success Story

Home Service Company Wins Major Business Increase With Integrated Marketing

At a glance

A home services company in Lexington, KY was looking to generate enough phone calls and book enough appointments in order to hire a second technician and grow their business.

"The campaign yielded a 67% increase in calls and a 20% increase in clicks to the client's website."

CHALLENGES



A home services company in Lexington, KY had the goal of receiving more phone calls and booking enough appointments to warrant hiring a second technician. This company is a nationwide franchise, which made it challenging to properly set up Google analytics access and tracking.

SOLUTION



To help meet the client's call and appointment goals, we implemented a specific tracking plan for Google Analytics and Google Tag Manager based on the client's expectations. We optimized campaign tactics to align with the company's goals. To achieve them, we integrated a combination of SEM, programmatic display, programmatic video, and email marketing.



Tracking plan for Google Analytics



Search Engine Marketing (SEM)



Programmatic Video/Display



Email Marketing Campaign

SUCCESS



By revamping the client's campaigns, we developed a marketing strategy that achieved significant growth. The campaign yielded a **67% increase in calls** and a **20% increase in clicks** to the client's website.

This client met its goals and has experienced enough growth to expand to other locations.