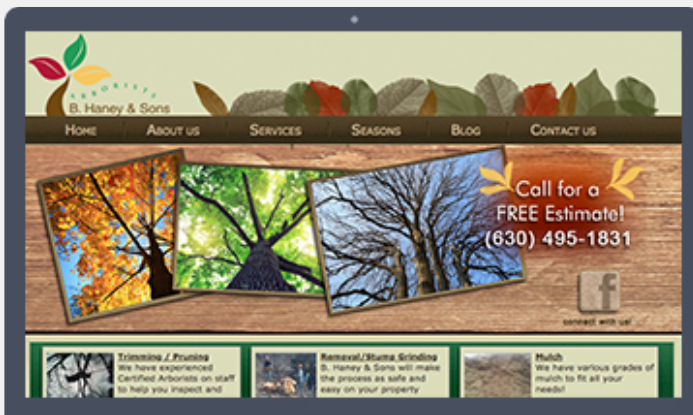


How We Helped B Haney & Sons Generate Over \$500,000 In Sales Opportunity in 7 Months



B Haney & Sons is tree service company located in the western suburbs of Chicago that has been around for over 75 years. They specialize in residential and commercial tree care including tree removal, tree trimming, stump grinding, plant health care, mulch delivery, and consulting services.



\$500k
in Sales
Opportu



\$100,000
in
closed
business



700%
ROI

The Challenge

B Haney & Sons had been using a national marketing company who originally specialized in phone book marketing and had moved into the online marketing space. They were using this company for running ads on Google in an effort to generate qualified leads. Unfortunately, this company was not able to generate the qualified leads B Haney & Sons were looking for. They rarely heard from their company contact and were spending a lot of money and seeing very little results. They were looking for something better.

Why MetaLOGIC Was Hired

Having designed B Haney & Sons' website, MetaLOGIC Design knew they could generate the leads B Haney & Sons were looking for. Being certified in Google Adwords, MetaLOGIC Design had the experience and knowledge on how to effectively create a lead-generating campaign. B Haney & Sons decided to give MetaLOGIC Design the opportunity to earn their business.

Our Approach

We focused on a specific geographic region

B Haney & Sons only wanted to service specific towns that were within their ideal territory and had high income potential. We set up the campaign to only show ads within this defined territory.

We focused on the services that generated the most profit

Instead of taking the marketing budget and spreading it over all the services B Haney & Sons offers, we asked which services made them the most money. This resulted in us narrowing the services down to three.

Service-Specific Landing Pages

From our experience, we know that sending visitors to a service-specific landing page will generate around 10% more leads on average than sending visitors to a page on your website. These landing pages are designed to convert visitors into leads. This also gives us control to test different landing pages to effectively optimize the campaign and improve our conversion rate.

Optimization Process

Our optimization process is extremely effective and gets results. Each ad group (keyword group) we make has three different ads running. After we get enough data, we know which ads have the best click-through rate and therefore a better chance at converting visitors into leads.

Monthly Strategy Calls

Every month we discuss the results of the campaign compared to the previous month and we create a plan for the upcoming month. These calls are especially important for optimizing the campaign and calculating the ROI of the campaign.

Call Tracking

We use a call tracking phone number for every campaign we manage. This software tracks the phone number, the name associated with that number, the location of the number, and the call duration. This information is included in a report that we send to our clients every month. This is how we track how much business is generated from the campaign and the campaign ROI.

Results

Since January 1, 2018, we have generated 100s of quality leads which has resulted in over \$500,000 in sales opportunities - this figure was given to us on our monthly review call with our client. They have closed well over \$100,000 in business as a direct result of this campaign. The number of high-quality leads continue to grow and we optimize this campaign every month.