GOOGLE ADS

Case Study

Our Client:

This company is a leading expert in all areas of tree restoration, maintenance, conservation, removal, and cutting services in Maine, New Hampshire, and Massachusetts.

Goal:

Generate high-quality phone calls for their tree cutting business.

Project Duration:

1.5 Years (Ongoing)

Problem Statement:

The company needed new business and quality phone calls for their skilled workforce. They had a hard time generating phone calls and leads.

Strategy (Overview)

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.

The target audience was based on income and interests:				
Target Audience	**Interest:**	**Language:**	**Age group:**	**Income class:**
Custom Audience	In the market for tree cutting	English	35 - 65+	Top 41% and above

This strategy did two things, it targeted people who showed interest in home improvement and it targeted people who were in the local area.

Best Performing Ad

Professional Tree Care Expert

All work is done in compliance to the Z133.1 standards for safety in arboriculture.

Close Open

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 15k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.

Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
31,943	157	142	2.26%

$ **Budget:** $2,000 Per Month

📍 **Location:** MAINE, NEW HAMPSHIRE, AND MASSACHUSETTS

Solution (Campaigns Used):

Search Ads: Finding people who are intentionally looking for the client's services.

Click-to-Call Ads: Generating call only ads for all business types

The Google Ads team actively optimized each campaign to achieve optimal results.

Final Outcome

We were able to generate new leads for each storage facility in their respective locations.