

# CASE STUDY

HOME SERVICES MARKETING



## OHIO HOME SERVICE COMPANY GROWS LEADS 194% FROM DIGITAL MARKETING

All-In Marketing Investment Generates  
Unprecedented Results for Blind & Sons, Inc.

# CASE STUDY

## HOME SERVICES MARKETING



### BEFORE BLUE CORONA

Blind & Sons, Inc., a home service company offering HVAC, plumbing, and electrical services throughout the Akron, OH area, was experiencing stagnant revenue growth for four consecutive years.

The company spent years jumping from one marketing agency to the next in an attempt to increase leads and sales, all of which generated little results. Inconsistency from their marketing partners, combined with their partners' lack of understanding of Blind & Sons' business and industry, fueled the Blind & Sons team's lack of trust in digital marketing. Finding a marketing partner to put their interests first and generate real, measurable results seemed nearly impossible.

Enter Blue Corona.

### THE SOLUTION

#### *An "All-In" Digital Marketing Strategy*

After a comprehensive business intake and thorough review of Blind & Sons' previous online performance, the Blue Corona team went to work, kicking off a comprehensive marketing strategy comprised of the following strategies:

- **Pay Per Click (PPC)** – Google Ads and Microsoft Advertising provided Blind & Sons with immediate leads to jump-start the company's sales efforts.

- **Tracking & Analytics Integration** – A customized analytics and phone call tracking setup gave Blind & Sons the proper tools to evaluate their digital marketing performance. These tools allowed Blind & Sons to separate verified leads from unqualified leads and provide more accurate and transparent data into marketing performance than ever before.
- **Search Engine Optimization (SEO)** – Blind & Sons built (and continues to build) a healthy presence in Google's local pack (maps listings) and organic search results, increasing their online visibility in their primary service areas and connecting with more local customers.



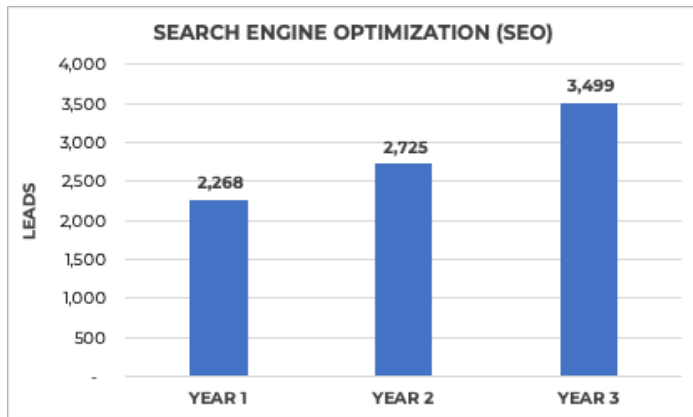
### THE RESULTS

At Blue Corona, we help businesses in the plumbing, heating and cooling, and electrical service industries increase sales, differentiate their brands online, and optimize their marketing investments. In other words, we help companies get more leads, stand out from local competitors on Google, and save money on advertising.

### THE RESULTS

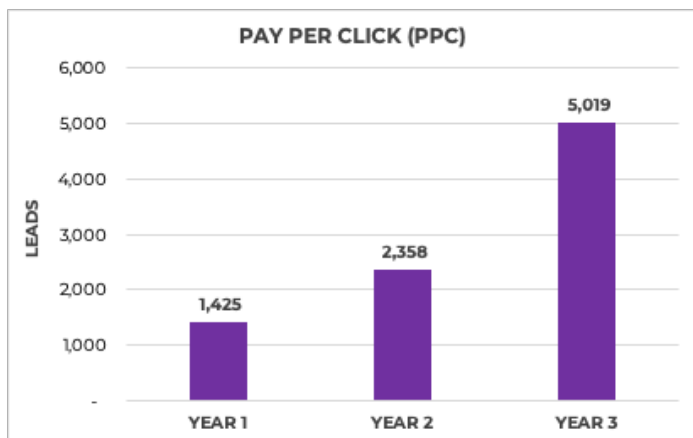
Blind & Sons was no exception. Since partnering with Blue Corona, the Ohio-based home service company has seen tremendous lead growth and savings from their digital marketing campaigns.

#### 54% INCREASE IN LEADS FROM SEO



Blind & Sons has achieved 54% growth from organic search results from year one to year three of their investment in search engine optimization. These results are a reflection of the company's long-term commitment to generate higher keyword rankings on search engines like Google and Bing as well as more website traffic from local homeowners in the Akron, OH area.

#### 252% INCREASE IN LEADS FROM PPC



The company has also grown leads from pay per click advertising platforms Google Ads and Microsoft Advertising a whopping 252% over their three-year investment period.

In the first year of their partnership, Blue Corona's team continually tested and tweaked Blind & Sons' advertising to learn what tactics produced the best results in their competitive market.

In year two, aggressive PPC goals were set, as the Blind & Sons team needed to generate 2,060 leads at an average cost per lead of \$75 to achieve their revenue targets. Blue Corona delivered, generating 2,358 leads from PPC (115% to goal) at a cost per lead of \$74.

After seeing such great success in year two, Blind & Sons realized the true potential of PPC advertising and doubled down on their investment.

The results? An astounding 5,019 leads (132% to lead goal) at an average cost of \$55 per lead in year three. With a long-term approach, combined with continual testing and optimization of PPC ads and a commitment to spend more on search engine marketing, Blind & Sons has successfully grown PPC ads 252% over three years' time.

#### 194% TOTAL LEAD INCREASE FROM DIGITAL MARKETING SERVICES

Over time, Blind & Sons has expanded their online presence through a variety of digital marketing strategies beyond paid and organic search, including:

- *Google Local Services advertising*
- *Email marketing*
- *Display advertising*
- *Remarketing advertising*
- *YouTube advertising*
- *Blue Corona Chat*



*“This team is amazing! Their response time is incredible. Our results have been fantastic since we made the switch. I highly recommend the Blue Corona team!”*

**- Bill McManigal**  
Sales & Marketing Manager



They also installed tracked phone lines and custom URL tracking on their offline advertising investments, relying on Blue Corona to track, record, and verify leads on their behalf. This expansion of services, combined with tracking offline marketing investments with greater detail, has generated unprecedented lead growth for the company from year one to year three of their partnership with Blue Corona:

### ABOUT BLUE CORONA

*Founded in 2008, Blue Corona is a digital marketing company focused on helping home service businesses grow their revenue by increasing sales, optimizing marketing costs, and differentiating their brands online. Blue Corona leverages internet marketing strategies such as search engine optimization (SEO), pay-per-click advertising (PPC), and website design and development, combined with email marketing, social media marketing, and a proprietary analytics and reporting platform. Blue Corona is a Google Premier Partner, Microsoft Advertising Partner, and a member of the prestigious Inc. Hall of Fame. The company has offices in both Gaithersburg, MD and Charlotte, NC.*

For more information about Blue Corona, visit us online at [www.bluecorona.com](http://www.bluecorona.com).

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### THE TAKEAWAY

Stagnant revenue growth is a common challenge HVAC companies, plumbers, and electricians face in today's digital world.

A website that is properly optimized to capture more search traffic and convert more visitors into leads is likely to be one of the best sales and marketing investments your company can make. For home service companies like Blind & Sons, a comprehensive approach to digital marketing drives more leads and sales throughout every step of a consumer's journey, from awareness to post-purchase.