## PUBLISH TODAY MEDIA

# HOME SERVICES CASE STUDY

### **OVERVIEW**

**Client** Seasonal franchise

**Campaign Length** Six Months (Jan – July 2021)

**Geography** Large states in the South & Southeast

**Total Investment** \$24,000 per location

#### Objectives

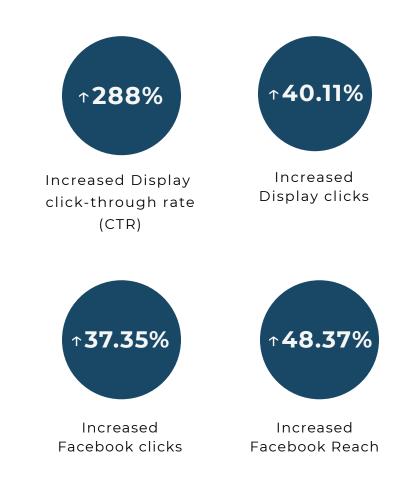
- Strengthen brand recognition & awareness of Corporate brand
- Increase lead generation for franchise locations during busy warmer months as well as during their off-season

#### **Products Utilized**

Programmatic Display Paid Search Facebook Organic SEO

### RESULTS

Close to **two million Facebook impressions** were served over the six-month campaign period.



### **STRATEGY & SOLUTIONS**

- For growing brand recognition and awareness for Corporate, efforts were focused on implementing responsive Display campaigns for both Corporate and Franchise locations.
  - This drove an immediate increase in visibility and engagement by generating more traffic to the client's website.
- For majority of the franchise locations, a bottom-of-funnel approach was implemented to attract leads of potential clients in the market.
  - A Paid Search campaign was built to deploy highly-targeted search ads with focus on quality leads while maintaining the cost per lead as low as possible.
  - The franchisees typically increased their budget during the busy summer months to capture as much market share as possible.