

Case Study: How We Double Leads for a Local Plumbing Company

Are you a home service business owner wondering how to take your company to the next level? Look no further! At Shoestring Media, we recently helped a local plumbing company double its leads in just three months. Here's how we did it, and how you can apply these strategies to your own business.

Meet Joe's Plumbing

Joe's Plumbing (name changed for privacy) is a family-owned business serving a mid-sized city for over 20 years. Despite their excellent reputation, they were struggling to grow beyond their loyal customer base. That's when they reached out to us at Shoestring Media.

The Challenge

When we first met with Joe, we identified several key issues:

- Their website was outdated and not mobile-friendly
- They had no strategy for online lead generation
- Their Google My Business listing was incomplete
- They weren't leveraging customer reviews effectively

Our Solution

We developed a comprehensive digital marketing strategy tailored to Joe's Plumbing. Here's what we did:

Website Overhaul

We redesigned their website to be mobile-responsive, user-friendly, and optimized for search engines. We added clear calls-to-action (CTAs) and an easy-to-use contact form on every page.

Google My Business Optimization

We fully optimized their Google My Business listing, adding all their services, hours of operation, and high-quality photos of their team and work. We also set up a system for them to regularly post updates and offers.

Local SEO Strategy

We implemented a robust local SEO strategy, targeting keywords like "emergency plumber near me" and "best plumbing service in Toronto". This included optimizing their website content and building quality local backlinks.

Pay-Per-Click Advertising

We set up targeted Google Ads campaigns to capture high-intent searches like “plumber for leaky pipe” or “water heater installation”. Our ads were designed to appear when potential customers needed plumbing services most urgently.

Review Management

We implemented a system to encourage satisfied customers to leave reviews on Google and other platforms. We also trained Joe’s team on how to respond to all reviews, both positive and negative.

Social Media Presence

We created and managed Facebook and Instagram accounts for Joe’s Plumbing, sharing helpful plumbing tips, before-and-after photos, and team spotlights to humanize the brand.

The Results

After three months of implementing our strategy, the results were clear

150% ↑



Website Traffic

100% ↑



Online Leads

200% ↑



Google my Business

3.8 to 4.6*



Google Reviews

20 New leads Per Month



Leads from Google Ads

75% Increase in Sales



Revenue

The Results

After three months of implementing our strategy, the results were clear:

- Website traffic increased by 150%
- Online leads doubled from an average of 30 per month to 60
- Google My Business profile views increased by 200%
- The average star rating on Google improved from 3.8 to 4.6
- Phone calls from Google Ads alone generated 20 new leads per month

But the most important result? Joe's revenue increased by 75% compared to the same period last year!

Key Takeaways

If you're a home service business owner looking to grow your leads, here are the key lessons from our case study:

- Your website is your digital storefront. Make sure it's modern, mobile-friendly, and easy to navigate.
- Local SEO is crucial. Optimize your Google My Business listing and focus on local keywords.
- Don't underestimate the power of reviews. Encourage happy customers to share their experiences online.
- Paid advertising can provide quick wins when targeted correctly.
- Consistent social media presence helps build trust and keeps your brand top-of-mind.

Remember, digital marketing isn't about implementing a single tactic. It's about creating a comprehensive strategy that works together to attract and convert leads.

Ready to see similar results for your home service business? At **Shoestring Media**, we specialize in helping businesses like yours grow through proven digital marketing strategies. Let's chat about how we can double your leads too!

Contact us today for a free consultation. Your success story could be our next case study!