



CASE STUDY: NEW PRODUCTS BRING IN MORE LEADS FOR MR. ROOTER

LOCAL PLUMBER LAUNCHES NEW G/O CONNECT
SOLUTION AND SEES SALES SOAR

With stiff competition in the south Florida area, Mr. Rooter needed better inroads with the local online community. For home services businesses, the primary place to connect with potential customers is online. In fact, 72 percent of home services shoppers search online to vet potential candidates, meaning most sales actually begin on the Internet. Although Mr. Rooter previously ran Search Advertising (PPC) campaigns, the company wasn't seeing enough leads to justify the cost, until it brought on G/O Digital. With the G/O Connect solution, which incorporates Search Advertising, conversion-focused Lead Capture Pages and Real-Time Chat, the local plumber boosted quality leads and actual business with online solutions.

CHALLENGE

Mr. Rooter, a professional plumbing services company in the Tampa Bay area, was all too aware that its business lived and died with its web presence, so when it wasn't seeing the appropriate results and leads with its past SEO and PPC provider, something had to change.

"My needs didn't change as much as the results drove me to change," says Heath Vickers, owner of Mr. Rooter. "I needed more leads to justify the cost."

Vickers knew that online leads were a huge business driver for his company, but he needed a new provider that could deliver the clicks and leads he needed — at the price he wanted.

“The bottom line is that I'm getting results. Outside of all the impressions, clicks, etc., we are getting leads and that's what really matters.

— Heath Vickers, Mr. Rooter”

KEY PERFORMANCE METRICS

\$20
Reduction in cost per lead

188,000
Website impressions
through Local Search
Advertising

72
Billable leads

20
Opportunities per
month, on average,
through Real-Time Chat

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G/O CONNECT BUILDS A WINNING SOLUTION



STRATEGY

After experiencing consistently underwhelming search advertising performance with a past provider, Mr. Rooter switched to G/O Digital to accommodate its digital needs. While it considered other providers, Vickers and Mr. Rooter ultimately landed on G/O Digital because of the extensive and easy-to-use reporting dashboard, the excellent communication Vickers had with the staff and G/O Digital's proven results with other industry clients.

63% of online consumers said they were more likely to return to a website that offers real-time chat. — eMarketer

For Mr. Rooter, the G/O Digital team created a strategy called G/O Connect that included Local Search Advertising, a conversion-optimized Lead Capture Page and Real-Time Chat, which was a new solution at the time. The goals of the campaign were straightforward: Have Mr. Rooter's PPC ads show up for the company's most relevant search terms and create better text ads to increase the number of actual calls to Vickers.

KEY DIGITAL MARKETING DELIVERABLES



Local Search Advertising — With the right keywords, your business is directly in front of customers searching for your services.



Lead Capture Page — Bring customers further through the decision-making process with a page specialized for searchers who click on your search ads.



Real-Time Chat — Respond to consumer queries on their time (and log the conversations for later review) instead of lagging emails or phone calls back and forth.

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For plumbers in Florida – a place where everyone has a pool – the competition is steep. Choosing the right keywords and optimizing ad copy to attract the most prospective customers was crucial in driving leads to the Mr. Rooter lead capture page, and the Real-Time Chat feature made it that much easier for customers to ask questions online before choosing to call and book appointments.

“Our calls went up, our cost per lead went down considerably, and we bought two new trucks.
— Heath Vickers, Mr. Rooter”

RESULTS

The G/O Digital team launched Mr. Rooter’s G/O Connect solution in August 2014 and the campaign results through February 2015 show that the website has had more than **188,000 impressions through PPC efforts**. Additionally, Mr. Rooter now appears in one of the top five positions for each of its keywords, and the **overall cost per lead went down by 29 percent**, from \$70 for just PPC to \$50 for PPC and Real-Time Chat services.



Mr. Rooter PPC ad on Google.

“We get quality calls and a solid number of calls that drives the cost per lead down,” Vickers says. “Our calls went up, our cost per lead went down, and we bought two new trucks.”

Real-Time Chat brought in 72 billable leads and, on average, **20 opportunities each month**. Not only did the overall number of calls increase, but the quality of those calls improved, resulting in new business for Mr. Rooter. “The bottom line is that I’m getting results,” Vickers says. “Outside of all the impressions, clicks, etc., we are getting leads and that’s what really matters.”

CONCLUSION

The Mr. Rooter story demonstrates that subpar results aren’t a product of your business, they’re a product of your situation. The previous digital provider didn’t meet their needs, so Mr. Rooter made the switch to G/O Connect that resulted in more leads and eventual sales at a lower cost than what it paid previously. So much so, that the company purchased two new trucks and expanded the business. With the right team, strategy and execution in place, boosting revenue through online channels is achievable and incredibly beneficial for any home services business.

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