

Lawn Care

– Case Study –

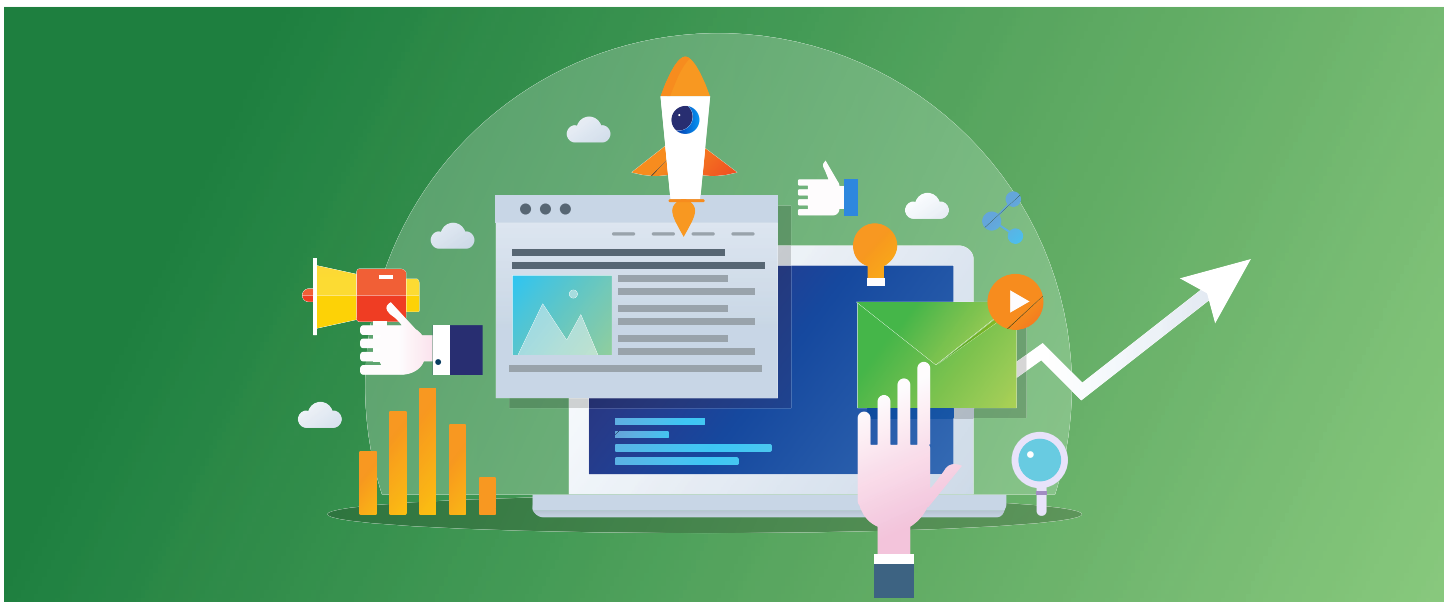
Overview

A Black Hills landscape and lawn care provider approached Midwest Marketing for help with a digital marketing strategy that would increase their online visibility and drive requests for their residential and commercial services.

Process

Our digital marketing team went to work, setting up a Google Search campaign that would allow the lawn care company to prominently rank for relevant searches. The Search ads included a call option so that viewers could call directly to the business from the ad. A Google Display campaign was also launched and included eye-catching ads that drove traffic to the website to request a lawn care or landscaping quote. To reach potential customers on social media, a Meta ads campaign was started that also allowed viewers to call directly from the ad.

RESULTS:



After running for about **six weeks**, the campaigns resulted in the lawn care company being **booked out** for the following two months.

With the Google Search campaign, the client showed up in relevant search engine results 10,011 times, resulting in 549 clicks on the ads and **26 calls**. The click-through rate (CTR) for the Search campaign was 5.5%, which is **128% higher** than similar campaigns. The Display campaign resulted in **425,092 ad views**, **3,181 clicks**, and a CTR 47% higher than similar campaigns.

The Meta ad campaign **reached 12,101** people in the Rapid City area and resulted in 588 clicks and **9 calls** to the client. The CTR for the Meta campaign was .84%, which is **35% higher** than similar campaigns.

425,092

Impressions

3,181

Clicks

12,101

Post Reach

35

Calls

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MidwestMarketingSD

LET'S WORK TOGETHER

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