

Mobile Window Washing

– Case Study –

Overview

A full-service mobile washing company reached out to Midwest Marketing to develop and implement a digital marketing strategy. This local company offers window cleaning, screen repair and replacement, gutter cleaning, and other services to help take the hassle out of home cleaning. Their team of pressure washing professionals pride themselves on providing the best cleaning experience, so their customers can spend time on activities they love to do instead of tasks they have to do.

Challenge

The business was looking to increase brand awareness and grow their customer base in the local area. So, to reach the right people, Midwest Marketing helped develop a monthly digital marketing campaign, utilizing Meta and Google, to advertise the company's general services that were popular among consumers from May to July: window and gutter cleaning as well as screen repair.

Process

As is the case with any marketing strategy, great designs were needed. Midwest Marketing's creative services team updated the logo and crafted a digital display ad that effectively communicated the company's offerings. Then a Meta Lead Generation campaign, that focused on maximizing calls, was set up with geo and demo targeting, specific to the company's target audience, along with unique and engaging ad copy.

RESULTS:

A **Google Search campaign** was created and optimized to result in phone calls being placed directly from the ads. The Search campaign resulted in **3,661 total ad views, 170 clicks, and 34 calls**. The **conversion rate** for this campaign was **20%**, which is 201% higher than similar campaigns!

A **Google Display campaign** was set up as well and was optimized to drive traffic back to the website. The Display campaign resulted in **865,883 total ad views and 8,082 clicks**—giving it a **0.93% click-through rate (CTR)**, which is 82% higher than similar campaigns.

The **Meta advertisements** garnered about **3 to 12 estimated call confirmations** each month. Altogether, the ads collected **134,202 impressions** and **reached 25,047** people. The ads also accumulated **634 link clicks**, which resulted in a 0.85% CTR.



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LET'S WORK TOGETHER

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