

SPOTLIGHT ON SUCCESS: Home Services Clients

KEGERREIS
{digital marketing}



WHAT KDM CLIENTS SAY ABOUT US:

"Kegerreis truly cares about their client partnerships. The analytics and e-commerce understanding is amazing. We're experiencing fantastic success with our program. Highly recommended!"

—C. Smith, Head of Sales & Marketing, Mann HVAC & Plumbing

"Kegerreis has an impressive understanding of analytics and client acquisition costs, which ensures a great Return on Ad Spend. Their awareness of SEM, and Integrated Marketing is unmatched."

—T. Eckenrode, Regional Director, Sales & Marketing, Mobile Works Pressure Washing

KDM'S STRATEGIES & SOLUTIONS:

- **Provide** highly selective Google search engine marketing (SEM) to increase the company's reach.
- **Optimize** Google Ads for appropriate search relevancies and improved prospect targeting.
- **Utilize** geo-fencing and geo-farming to deliver precision targeted digital display advertising.
- **Evaluate** unique and underserved keywords to target more responsive communities.
- **Identify** bid strategies to optimize spending, relative to key competitors.

EXAMPLE CLIENT RESULTS:

- **Lowered** CPC from \$33.20 to **\$5.33 (Restoration client).**
- **Increased** phone calls and conversions **100%** versus prior month **(HVAC client).**
- **Improved** impressions **2,941% (Restoration client).**
- **Increased** leads **47% (Pressure Washing client).**
- **Reduced** digital marketing spend **59.9%**, yet increased lead generation **250% (Restoration client).**

