HOME SERVICES CASE STUDY

# Seasonal Franchise: **Busy Season and Off-Season**

A full-funnel plan that built the brand and fed leads to every location.

## OVERVIEW

**Client**
Seasonal home services franchise

**Campaign length**
Six months

**Geography**
Large states in the South and Southeast

**Investment**
$24,000 per location

**Products used**
Programmatic Display, SEM, Facebook & Instagram, Organic SEO

## OBJECTIVE

Build awareness of the corporate brand and increase leads for franchise locations, during the busy warm months and the off-season.

**~2M**
Facebook impressions over six months.

## STRATEGY AND SOLUTIONS

To build brand awareness, we ran **responsive Display campaigns** for both corporate and franchise locations, driving an immediate lift in visibility, engagement, and website traffic.

For most franchise locations, we added a **bottom-of-funnel search campaign** with highly targeted ads focused on quality leads at the lowest possible cost per lead.

Franchisees typically increased budgets during the busy summer months to capture as much market share as possible.



## RESULTS

**288%**
increase in Display click-through rate

**40.11%**
increase in Display clicks

**37.35%**
increase in Facebook clicks

**48.37%**
increase in Facebook reach

**Seasonal business?** We'll build a plan that wins the busy months and keeps leads coming in the off-season.



Results from a single advertiser; individual results vary.