



CASE STUDY Home Services B2C



OVERVIEW

Be A Legend has helped many companies in the B2C home services sector to increase lead generation, drive brand recognition, drive brand engagement and ultimately, increase revenue.

With more than 75+ years combined experience, BeA Legend has helped increase revenue for multiple home service businesses in the small to midsize market in a highly competitive marketplace. Be A Legend has been recognized with helping some of the leading names in home services across the country, particularly in Arizona. With this select client, Be A Legend took over from an existing failing marketing campaign that had been designed and implemented by a local digital marketing firm.



Lara, Eric and the whole BAL team are awesome! We have received nothing but positive results from all their efforts. They really know what they are doing and continually exceed our expectations. Highly recommend - You MUST give this company a chance if you're looking to take your business to the next level.

*- Kathy S.
Managing Director*



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The right messaging, tone, look and feel of the business is crucial for the growth of the business, attracting the right audience, and developing a strong brand name in a highly competitive marketplace. Be A Legend partnered with this client right at the start of the pandemic in 2020.

Taking a concentrated look at how Be A Legend carried out marketing due diligence to evaluate all areas of marketing within their organization including ROI, allowed Be A Legend to focus on the critical elements that were missing, identify the areas that needed major improvement and allowed Be A Legend to improve the client's branding to increase customer engagement. By utilizing innovative and unique tools, carrying out MarTech due diligence, increasing the lead generation both organically and from a paid perspective, reducing cost per click significantly but improving the quality of leads, has led to a momentous increase in the client's overall revenue and growth of their organization.

CHALLENGE

Cost per click for their paid advertising was at a significantly high level that didn't warrant running the ads owing to their ROI, yet they relied on the advertising, for their brand name to be found by potential customers. They had no clear direction for marketing initiatives and they needed to compete against the big players in their industry due to the location of their technicians and headquarters. They needed to get the company off the ground quickly within the first few months and become a brand leader within 12 months.

SOLUTION

Be A Legend carried out marketing due diligence to identify the gaps, threats and opportunities initially. A thorough competitive analysis was required and with this data, Be A Legend were able to build a detailed marketing plan for the short and long-term goals of the client. We analyzed the customer acquisition cost and were able to understand which campaigns would produce a higher ROI, improve lead quality and reduce the cost per click. We also designed a comprehensive campaign to help drive brand awareness, organically. Being at the start of the pandemic when Be A Legend partnered with this client, it was crucial for a laser focused approach and a comprehensive MarTech due diligence was performed to establish how to eliminate wasted marketing spend, and identify the platforms that were not producing a ROI. A complete redesign and development of the language, structure, flow, functionality, conversion, of the website was undertaken, as well as a meticulous SEO and SEM campaign designed, developed and executed.



Team work makes the dream work! Be a Legend has done an amazing job with our website and with our SEO. Looking forward to getting it even more dialed in. If you're looking for a new team, look no further.

*– Scott M.
Founder & CEO*



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RESULTS

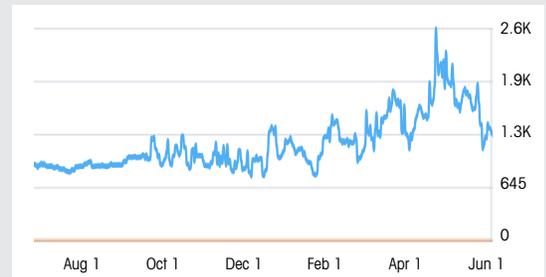
70.4% reduction for cost per click on lead generation and 1,193% increase for click through ratio

1st quarter 2020		1st quarter 2021	
Clicks	180	Clicks	2,328
Conversions	28.00	Conversions	766.00
Cost / conv.	\$68.97	Cost / conv.	\$20.41

- First page visibility increased by 338%
- 625% increase for the 'top 3' position on Google on a consistent basis
- Top 3 market leaders within the first 12 months of the launch, and the client currently competes against big brand names that took many years to build
- The client's brand caught the attention of the bigger names with a threat identified, which Be A Legend were quick to identify and mitigate.
- Marketing dollars invested in the areas that mattered most to achieve the goals set out by the client.
- Significant brand awareness achieved within 12 months of the campaign, with organic leads quickly producing a similar quantity compared to the pay per click leads.

- Outreach to link the client's brand with top brands in similar industries, recognized by Google, resulted in an increase of 3300% as part of the efforts deployed in the organic marketing campaign
- Client's business grew exponentially by 420% within 18 months from the launch of the marketing campaign

2,636% increase for conversion of leads, meaning the quality of leads improved dramatically, while the cost to acquire these leads reduced significantly.



- 96.2% of the search for this client's services, out of 1,250 search positions, is as a result of non-branded keywords we have designed, **developed and built a campaign around to drive traffic and awareness.** This means the client is found organically through keywords typed into the search engines by potential customers instead of needing to know their brand name to find them among the top players in their industry.

1022% increase in organic clicks to the client's website driven by brand and non-brand engagement through keywords

