

HOME RESTORATION FRANCHISEES

CASE STUDY

Founded in 2012, Push Marketing has helped our restoration franchisees by dramatically increasing yearly revenue and sales.

INITIAL CHALLENGES

Push Marketing provides services to a number of restoration franchisees. These franchises serve their local markets providing water damage restoration, fire and smoke damage repair, and mold remediation. In the highly competitive home restoration industry, restoration clicks are expensive. The franchisees needed to receive effective and measurable pay-per-click and organic clicks and a process to measure the results of their marketing investment.

OUR INITIAL SUCCESS

Over 3,600

Phone Calls Generated



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SOLUTION

We created on-page and off-page SEO strategies to increase local search visibility for free organic clicks. We implemented smart bidding in Google Ads, a bidding strategy that shows ads to searches that Google has identified as most likely to make a purchase. Call and conversion tracking were implemented so campaign effectiveness could be calculated.



LOCAL SEO



SOCIAL MEDIA
MARKETING



SEARCH ENGINE
OPTIMIZATION



PAY-PER-CLICK



MOBILE
MARKETING



DISPLAY &
REMARKETING



REVIEW
IMPLEMENTATION



CONVERSION
TRACKING



CONTENT
MARKETING



INBOUND
MARKETING



DIRECTORY
LISTINGS



WEB
ANALYTICS



RESULTS

Here are a few results of their marketing initiatives:

Over 3,600

Phone calls generated

917

Contact page conversions

25,930

Page visits over 12 months

121

Reviews generated on
Google, Facebook, and Yelp