CASE STUDY

Landscaping Company



Phase I

- **Google Business Profile** — 20 - 30%
- **Website** — 15 - 20%
- **Social Media** — 5 - 10%

Phase II

- **Local Listing Optimization** — 10 - 15%
- **Reputation Management** — 15 - 20%
- **Email Marketing** — 2 - 5%

Relative importance based on tactic's direct and indirect impact on rankings

Phase III

A landscaping company in a town of 100,000, aimed to maximize leads over three months with a $5,000 budget to focus on ROI. Average sale value: $3,000.

STRATEGY	RESULTS
SEM $1,000 CTR: 1.91% • 10,471 Impressions	**37 Total Leads** 200 Clicks
Social Media Ads $1,500 CTR: 0.35% • 100,000 Impressions	**25 Total Leads** 350 Clicks
Targeted Display Ads $1,000 CTR: 0.10% • 100,000 Impressions	**7 Total Leads** 100 Clicks
YouTube Ads $1,500 CPM: $25 • 60,000 Impressions	**11 Total Leads**

SPEND	ROI
$2,500	$12,000
$5,000	**$24,000**
$7,500	$36,000

90-Day Campaign

80
Total Leads

10%
Lead Conversion

$24,000
Revenue

4.8:1
ROI

The statistics, metrics, and results presented in this case study are provided for illustrative purposes only. They are based on specific circumstances and may not be representative of typical outcomes. Actual results may vary depending on a wide range of factors, including industry, target audience, budget, and execution. This case study is not intended to guarantee or predict future performance, and should not be interpreted as a promise of similar success.

RiverfrontDigital