

Case Study: Service



About TLC Plumbing

The plumbing company, TLC Plumbing, was struggling to generate residential customers in a highly competitive industry that focuses on local services.

Goal

TLC Plumbing needed to get their phones ringing and generate more leads for their plumbing services. With their local and B2C-focused business model, L7 Advertising knew that top search engines and local-search services would yield the best results.

Results

Within just a few months, their phone calls and leads skyrocketed. Since L7 Advertising launched their campaigns, TLC Plumbing has experienced a consistent source of leads coming from both Google Ads and Yelp.

“I brought in L7 Advertising in 2018 after a long relationship with Dex YP. After L7 Advertising’s audit uncovered new opportunities with their Square Method process my business increased 40% with the same advertising budget. This allowed me to add more service and cover a larger geography.”

Thad
Founder and Owner,
TLC Plumbing Inc.

550%

Increase in
Phone Calls

224%

Increase in Google Ads
Conversion Rate

242%

Increase in Clicks
on Yelp

*Google Ads metrics are based on a period of L7 Advertising paid media management from (11/25/2018 - 3/25/2019) compared to the previous period.
Yelp metrics are based on a period of L7 Advertising paid media management from (10/1/18 - 3/1/19) compared to the previous year.



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