

## CASE STUDY

# Advanced Structural Drying Technologies

First Phone Call from HLM's PPC Campaign Paid for Their Entire Year of Digital Marketing!

**"I am totally involved in the strategy, and they are totally committed to getting results and growing my business."**

— Gary King, President & Owner ASDT



## "We Needed Quick Wins for the Busy Season"


With national brands moving in on local restoration companies, president and owner Gary King needed to get serious about building his online presence. That's when he turned to High Level Marketing and was immediately impressed with the level of expertise and detail the team put into a data-driven, multi-channel strategy.

### KEY METRICS

**48%**  
More Organic Traffic

**32%**  
Less Cost-Per-Click (PPC)

**250%**  
Increase in Revenue

 **INDUSTRY**  
Home Services

 **BUSINESS TYPE**  
Single Location

 **LOCATION**  
Arrington, TN

 **HLM SERVICES**

- HLM Performance
- SEO Diamond
- Core70
- Paid Ads (PPC)

ASDT had a set-it-and-forget approach to the internet. They never imagined they could compete with the national brands in his market until he got **the right digital strategy with HLM.**

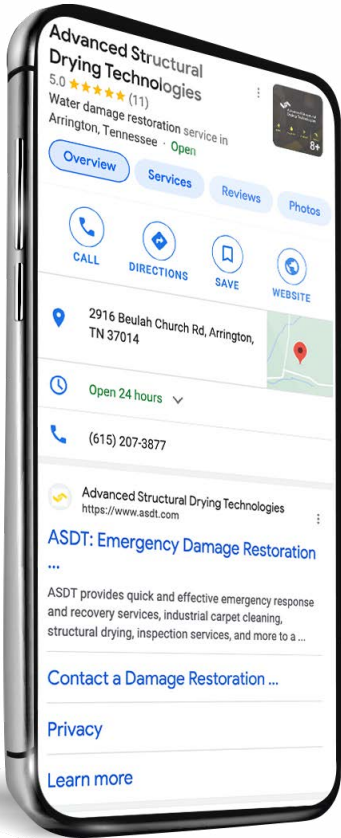
## Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the home services industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM

  
4.9 ★★★★★

  
★★★★★



## Taking Active Role in Digital Marketing

ASDT had a website and relied heavily on their sales team to generate new business. Unfortunately, they were invisible in the local market, and when disaster struck, they saw national brands with big budgets dominate the internet and scoop up their local opportunities. We met Gary at a trade show and took the opportunity to reveal how the right digital strategy could take his business from surviving to thriving.

## New Website, Local SEO & GMB Optimization

**Focus on speed, content, and backlinks, Google Business Profile.** To compete against national brandstaking the top search results with paid ads, we created a local SEO strategy to help them gain visibility in Google's 3-Pack (local pack) for their service keywords. Tactics included optimizing their website with engaging content and relevant backlinks, creating NAP consistency across 70+ local directories, and using automation to help them generate more Google reviews. In the first 90 days, ASDT's local visibility for service keywords skyrocketed from non-existent in its own backyard to high visibility within a 10-mile radius (and expanding.)

## Complete Visibility into Marketing Tactics and Business Impact

**Focus on lead tracking, and critical metrics, HLM Activity Insight.** With HLM's Footprint performance dashboard, we provide better insights and have more meaningful conversations about what's working and where your best leads come from. Using the Dashboard's 24/7 lead tracker, Gary can see where his leads come from, listen to recorded calls, respond to form fills, and rate the lead quality. He sees all the work performed on his account and gets full access to key metrics impacting his business growth. This transparency and access to key metrics and his performance manager help Gary understand his ROI and make smarter marketing decisions.

## Unlock your potential. Gain your competitive edge.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

### Competitive Insights

Real-time competitor insights to get ahead and stay ahead.

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

### Unmatched Transparency

Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

### Leading Technology

Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS