

## CLIENT CASE STUDY

### Client Overview:

Based in San Diego, California, Point Loma Electric & Plumbing is a trusted residential electric and plumbing services company with over 30 years of experience. They specialize in providing services to older homes and are committed to customer satisfaction and high-quality workmanship.

### Marketing Challenge:

Point Loma Electric & Plumbing sought a digital marketing agency to help propel their online marketing presence and provide quality leads to drive their business. They faced several challenges in optimizing their paid search efforts with their previous agency partners.

**Limited Brand Awareness:** Their digital presence wasn't effectively reaching their target audience in the greater San Diego area.

**Uncertain Campaign Performance:** Their existing paid search campaigns weren't delivering optimal return on investment (ROI) caused by issues like poorly organized campaigns, and the use of manual bidding methods leading to a high cost per click (CPC). There was a lack of keyword coverage for many services. They were not capitalizing on Google's newer campaign types which take advantage of the large amount of user data collected by Google.

**Inefficient Budget Allocation:** Spending on the paid search campaigns was not strategically allocated. The ad account was not structured well and was set up with too few campaigns initially. This limited how the budget was spread across the various services. The low revenue services were receiving more of the budget allocation than the higher revenue services.

**Measurement and Attribution:** Difficulty in accurately measuring the impact of their paid search campaigns made it challenging to identify areas for improvement and optimize spending. The Google ads account was tracking conversion points not relevant to ROI. ServiceTitan was never configured properly to track campaign performance.

### Solution Provided by The frank Agency:

We conducted an in-depth analysis of their PPC account to assess performance, strengths, weaknesses, and what could be optimized for better results. Based on our findings, we developed a three-pronged strategy to increase their leads and reduce their cost per click:

1. **Reorganized the account structure & Optimized Ad Spend:** We completely restructured the account, expanding the number of campaigns to have more control over how much budget each service receives. We also implemented newer bid strategies to help the ads perform better with Google's automated systems.
2. **Optimized Keywords & Enhanced Ad Copy:** We conducted a thorough keyword analysis to identify high-performing keywords relevant to their most profitable services. We optimized ad copy to align with these targeted keywords and highlighted unique selling points, promotions, or special offers to entice users to click on the ads. We incorporated relevant keywords into ad headlines and descriptions to improve ad relevance and the quality score.
3. **Revamped the Conversion Tracking & Connected the Campaigns to ServiceTitan:** We established accurate conversion tracking across paid search campaigns, adjusting conversions in Google Ads to focus on revenue generating conversions and creating new campaigns in ServiceTitan. This granular tracking allowed for better insights into results by service type and other key performance metrics.

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### Results Achieved:

- **Increased Revenue:** Point Loma's saw an extraordinary **572.4%** increase in revenue compared to the previous period.
- **Increased Call Volume:** There was a **107.8% rise** in the number of calls generated.
- **Enhanced CTR and Click Growth:** The frank Agency boosted the Click-Through Rate (CTR) **by 15.9%**, significantly heightening campaign engagement. Moreover, the number of **clicks skyrocketed by an impressive 2,976.2%**, achieved through a massive reduction in the average Cost Per Click (CPC) by **6,379.1%**, effectively trimming wasteful spending and ensuring a more efficient and focused campaign strategy.



**Jamie Hunley**  
*President*  
Point Loma Electric & Plumbing



I have worked with multiple agencies to handle my pay per click advertising over the past 10 years. **Hands down, we have seen the best results by far with The frank Agency.** They pay close attention to our account and work with our budget to maximize our results.

I love that I get to work directly with the person who actually handles the account. The team at The frank Agency is willing to roll up their sleeves and dig into the details to ensure the best results and attribution. They have done more for our PPC account in the time that we've worked together than any other agency. We've seen excellent results and tracking for our account and the reporting is great.

I give them my highest recommendation.

