



LOCAL SERVICE ADS **CASE STUDY**

PROFESSIONAL CLEANING BUSINESS
PHOENIX, AZ





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UNLOCK YOUR BUSINESS POTENTIAL



A photograph showing four hands of different skin tones huddled together in a fist-bump gesture over a wooden desk. The desk is cluttered with various office items: a laptop, a calendar, a smartphone, a coffee cup, and several papers, including one labeled 'INVOICE' and another with 'BUS' visible. The background is a solid blue color.

About Company

Welcome to ProSocial Content, where innovation meets results!

In this fiercely competitive market, success demands a unique approach. We're not confined to a single platform because we create, manage, and optimize high-performing Google, Bing, and Social Media advertising campaigns for businesses of all sizes.

But we don't stop at ads. Our dedicated team crafts unique content for Facebook, Instagram, Google My Business, LinkedIn, Twitter, and Pinterest - 7 days a week, 365 days a year.

Our comprehensive services include:

- Social Media Marketing & Content Creation
- Google & Bing PPC
- Google Local Service Ads
- YouTube & TikTok Marketing
- WordPress Design
- Local, National, International SEO
- Landing Page Creation and so much more!





Why ProSocial Content?

- **Effortless Start:** We get you up and running without the hassle. It's quick and simple.
- **No Strings Attached:** We're confident in our performance; no binding long-term contracts required.
- **Proven Results:** We've consistently boosted businesses, big and small, with our high-performing campaigns and compelling content.
- **All-Inclusive Expertise:** Our full-stack team tailors solutions to your unique needs, irrespective of your industry or size.
- **Dedication, Around the Clock:** We're here 24/7, 365 days a year, ensuring your digital presence shines.
- **Constant Innovation:** We're not your typical agency; we stay ahead of the curve, keeping your brand at the forefront of digital trends.

[Join us at ProSocial Content for a partnership that's all about your success.](#)



MEET THE FOUNDER

DRAGAN CRNJANSKI

My story began with a dream of becoming a lawyer, a dream I pursued with unwavering determination. After graduating from law school, I took my first steps as an intern at a local legal office. However, a year into practicing law, I discovered it didn't align with my values. It was challenging to derive my livelihood from others' troubles. With the unwavering support of my wife, I embarked on a path of change.

In 2015, I decided to forge my own path, beginning as a freelancer and wearing multiple hats. By 2016, I'd expanded my team and moved into larger offices. Today, Pro Social Content LLC is a thriving marketing agency, employing 25 dedicated professionals, and serving nearly 300 U.S.-based companies.

Our journey underscores the power of determination, adaptability, and the belief that we can reshape our paths to achieve extraordinary results. What sets us apart is our relentless commitment to our clients' success. It's worth noting that we've never spent a single dollar on advertising our services. Every client we work with is a result of personal recommendations from satisfied customers.

Now, I invite you to embark on a transformational journey with us.

Discover your business's true potential by booking a [FREE 30-Minute account consultation](#). Let's unlock your business's future success together.



WHY SHOULD YOU INVEST IN

Local Service Ads?

In the ever-evolving landscape of digital marketing, businesses need to adapt and embrace innovative strategies to stay ahead of the competition. Google Local Service Ads (LSAs) have emerged as a powerful tool for businesses looking to strengthen their online presence and drive real-world results.

As the owner of a digital marketing agency, I have witnessed firsthand the tremendous benefits that Google Local Service Ads can bring to your business. In this case study, we will explore why investing in Google Local Service Ads is a game-changer for local businesses, and we will showcase our successful experience with this platform.

KEY BENEFITS OF LOCAL SERVICE ADS:

Enhanced Local Visibility

Google LSAs are specifically designed to connect local customers with local service providers. Your business appears at the top of relevant local searches, increasing your visibility and exposure.

Quality Leads

Google LSAs pre-qualify leads by confirming their intent, location, and the type of service they require. This means you receive inquiries from customers genuinely interested in your services.

Pay Per Lead Pricing

With LSAs, you only pay when a lead contacts you directly. This cost-effective model ensures that you're investing your marketing budget where it counts the most.

Trust and Credibility

Google's verification process adds a layer of trust to your business. Potential customers can see that your business is trusted and vetted by Google, making them more likely to choose you.

Robust Analytics

Google provides detailed insights into the performance of your LSAs. You can track clicks, calls, and other valuable data, allowing you to refine your marketing strategy.

Mobile-Friendly

With the increasing use of mobile devices, LSAs are designed to capture on-the-go searches effectively. Your business can be easily discovered by potential customers using their smartphones.



ABOUT THE CLIENT

Industry

Residential & Industrial Cleaning Services

Location

Phoenix AZ, USA

Campaign Goal

Book a cleaning service

Conversions

Phone Calls, Text Messages

Results

Introduction

In the ever-evolving landscape of digital marketing, businesses are constantly seeking innovative strategies to bolster their online presence and attract high-quality leads. This case study demonstrates how our digital marketing agency harnessed the potential of Google Local Service Ads (LSAs) to drive remarkable success for our client in the home and carpet cleaning industry.

The Challenge

Our journey began in August 2023 when we initiated our Google Local Service Ads campaign for our client, who offers residential and industrial cleaning and carpet cleaning services**. The challenge was twofold: the client was initially hesitant to allocate a substantial marketing budget, and they demanded quality leads that could convert into sales. The cost-effectiveness of the campaign was of utmost importance, considering that the client's minimum service fee was \$150.

Strategic Budget Allocation

Understanding the client's initial reluctance, we began cautiously with a modest weekly budget of \$100. However, this initial budget proved ineffective in generating quality leads. Undeterred, we decided to increase our budget significantly to \$2,500 per month, confident in the potential of LSAs.

This client is one of our white-label clients, and due to confidentiality agreement, we're not able to disclose the company name.



Results

Remarkable Results

The impact of this strategic budget adjustment was nothing short of extraordinary.

From August 1st until October 31st, our ads generated 219 quality leads, whilst spending an average of \$3500 per month in budget.

| | | | | | | | |
|-------------------|----------------|-----------------|--------|-------|---------|--------|--------|
| Silvestre Mungula | Standard clean | Phoenix | Sep 25 | Phone | Charged | Sep 21 | Sep 25 |
| Nikhil Bandari | Deep clean | Phoenix | Sep 27 | Phone | Charged | Sep 24 | Sep 25 |
| Paige Holman | Moving clean | Apache Junction | Sep 25 | Phone | Charged | Sep 24 | Sep 25 |
| Taye Washington | Standard clean | Phoenix | Sep 25 | Phone | Charged | Sep 25 | Sep 25 |
| Shayna Edgell | Deep clean | Phoenix | Sep 20 | Phone | Charged | Sep 9 | Sep 20 |
| Donna Bower | Deep clean | Mesa | Sep 20 | Phone | Charged | Sep 10 | Sep 20 |
| Linda Barnwell | Standard clean | Mesa | Sep 20 | Phone | Charged | Sep 11 | Sep 20 |
| Tj Duncan | Standard clean | Scottsdale | Sep 20 | Phone | Charged | Sep 14 | Sep 20 |
| Vanessa Pedersen | Standard clean | Phoenix | Sep 20 | Phone | Charged | Sep 11 | Sep 20 |
| Bruce Itule | Standard clean | Mesa | Oct 2 | Phone | Charged | Sep 18 | Sep 20 |
| Sherry Wirth | Standard clean | Mesa | Sep 22 | Phone | Charged | Sep 18 | Sep 20 |

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Fueling Your Success Through Strategic Marketing Mastery!





Within just 30 days of October 2023, our Google Local Service Ads generated a total of 46 new leads.

What's even more remarkable is that our total spending for this period amounted to \$2,412.58, which equates to approximately \$52 per lead.

Achieving a \$52 per lead in a service industry where the minimum fee is \$150 demonstrated the cost-effectiveness of our campaign.

RESULTS

Summary

Our success story with Google Local Service Ads serves as a testament to the transformative power of this platform when harnessed effectively.

The strategic management of the budget, the commitment to results, and the continuous optimization of campaigns are critical factors in achieving success with LSAs.

By embracing these principles, businesses can unlock the true potential of LSAs and position themselves for growth, increased visibility, and a steady influx of quality leads in an increasingly competitive digital marketing landscape.



A background image showing two hands in business suits shaking over a glowing blue globe, symbolizing global business partnership and growth.

Unlock Your Business Potential with a FREE 30-Minute Account Audit

At ProSocial Content, we're here to tailor solutions to your unique business needs.

Our inspiring journey, transitioning from a solo operation to a thriving marketing agency, demonstrates our commitment to success and client satisfaction.

Why Book Your FREE Account Audit?

Personalized Solutions: We understand your business is one-of-a-kind. Our audit delves into your unique challenges, goals, and opportunities.

Expert Guidance: Our seasoned professionals are ready to be strategic partners in achieving your objectives.

Actionable Insights: Get practical, data-driven insights that you can implement immediately.

No Obligation: There's zero commitment. Our audit is completely free, offering you a risk-free opportunity.

Ready for Your Business Transformation?

Whether you're a startup or an established enterprise, our FREE 30-Minute Account Audit is designed for you. To schedule your audit, simply click [HERE](#).

Together, we'll unlock your business's true potential.





THANK YOU

For any additional information please do not hesitate to contact our office



www.prosocialcontent.com



info@prosocialcontent.com