LEADER IN LOCAL COMMERCIAL CLEANING
Building An Enterprise Level Marketing Presence Across Google & Facebook As An SMB
CLIENT
No More Dirt is a premier Commercial Cleaning partner for businesses in the San Francisco Bay Area.

CHALLENGE
No More Dirt did not have a significant digital footprint relative to their competition prior to working with Four15 Digital. They needed a partner that could help drive digital strategy and grow their online presence.
SOLUTION

No More Dirt needed a customized and targeted strategy that would allow them to compete with much larger organizations with much larger marketing budgets, over a relatively small geographic area. To remain nimble, Four15 had to structure paid campaigns to provide important insights about the target audience and be built for limited budgets. This meant the strategy had to focus on the bottom-of-funnel audience and marketing tactics that had been ignored by their previous agencies.
METHODOLOGY

The strategy was shaped by 3 phases:

**Phase 1:**
*Site Updates And Tracking Instrumentation*
Before spending any money, Four15 had to ensure the site was optimized with updates to focus on new customer acquisition. This meant customized landing pages, additional site content, and SEO improvements, as well as the instrumentation of Analytics and ads channel tracking to understand where customers were coming from.

**Phase 2:**
*Campaign Build-outs And Testing*
With the site in a good place to receive paid traffic, existing SEM campaigns were built out to incorporate ad copy message testing and non-brand keyword exploration.

**Phase 3:**
*Use learnings from paid on free, under-utilized channels*
With Search learning started, Four15 began active management of No More Dirt’s social presence.
BUILDING AN ENTERPRISE PRESENCE ON AN SMB BUDGET

Since budgets and audiences were limited, we started with the channel that was expected to receive the best initial results: Paid Search.

We wanted Paid Search to also work double, and even triple duty: it had to drive leads, provide demographic insights on qualified leads, and provide direction for messaging to be used elsewhere on the web.

The area of coverage for No More Dirt was also limited geographically, so traffic volume was lower than the typical international or national brands with whom Four15 usually works. Combined with sparse historic data, this would take time. Therefore, the initial three months of our engagement was focused on testing and learning.

Search campaigns were built out, Display Remarketing was set up, and the remaining budget was used to test display banner ads on the Google Display Network (GDN).

While we waited for data to come in, we worked on SEO improvements to the site and identified areas of opportunity for No More Dirt that had been neglected by their previous marketing teams. These areas include thought-leadership content, Google My Business, as well as social sites like Facebook and LinkedIn.
BUILDING AN ENTERPRISE PRESENCE ON AN SMB BUDGET

No More Dirt had an excellent library of blog content, but was not capitalizing on that content by distributing it across the web. Four15 aligned with No More Dirt on a blog calendar and distribution plan, ultimately taking over blogging responsibilities, and publishing all blogs to available resources including the No More Dirt Facebook Business page, and Google My Business page.

Google My Business (GMB) was an excellent opportunity, as it was a free way to get in front of potential clients searching on Google and Google Maps. Using our learnings from the paid search campaigns, we customized content on GMB to make the listing more appealing organically to Google’s algorithm and potential customers - adding content that answered frequently asked questions and ensuring all available business details were easily accessible. Any new blog content was also distributed to this channel, as well as their Business Page on Facebook.
BUILDING AN ENTERPRISE PRESENCE ON AN SMB BUDGET

With organic postings started on Facebook, we also looked toward Facebook Ads as an avenue for building leads - especially with the new Facebook Lead Gen ad type. For Facebook the strategy was a simple two pronged-approach:

1. Use audience learnings from Google to create lookalike and remarketing audiences on Facebook.
2. Test Facebook’s robust audience segmentation to identify additional demographic and psychographic groups that could drive leads for No More Dirt.

This would allow us to focus the limited test budget on those groups most likely to convert. If they couldn’t work, then we would know that Facebook was likely not the channel for No More Dirt to target at that time.
RESULTS: SEARCH

The results of these efforts on paid search were spectacular. Within the first three months, we were able to increase total impressions on Google properties by 149%, with only a 15% increase in cost. At the same time, lead form-fills and calls from Google Ads and Google My Business and increased by 286%. Over the next nine months, the volume of these conversion actions grew by another 113%.

However, raw leads were only part of the picture. While tasked with building awareness and lead volume, we took it upon ourselves to also closely monitor qualified leads as well, so we could try to ensure the leads we generated were also high quality.

During this same four month period, qualified leads grew by 50% and the cost per qualified lead dropped 23%. Our test-and-learn approach succeeded within Google Ads, and was replicated on Google My Business.

Organically, simple optimizations to on-site SEO, combined with our steady stream of content on-site and on GMB, helped ensure that No More Dirt had a constant presence on top queries, learned from SEM.
RESULTS: SOCIAL

Paid search is often a go-to method for advertising online because of its high-intent, however it can’t be the sole channel if you want to punch up and grow your business. No More Dirt and Four15 had successfully taken on search and turned it into a winning channel - but we didn’t stop there. Using our audience and messaging learnings, next was Facebook. Starting with free organic posts, moving to boosted posts, and finally full fledged ad campaigns.

Early results show our Facebook ads have also come out of the gate swinging with over 30% of the leads generated being highly qualified and 33% of those qualified leads having already resulted in closed deals. Not only that, cost per lead on Facebook ads remained below goal since going live.

Success came in a large part from the learnings from Analytics and paid campaigns, but also by using the Facebook Lead Gen Ads. These ads allow potential customers to fill out a lead form directly in the Facebook ad. The benefit being that the user does not leave Facebook, which is typically an interruptive process. In total, this ad type resulted in 70% of all leads generated by Facebook.

As we gather more insights, we continue to look to expand into any and all areas online where potential customers may be located, and make sure No More Dirt is present and ready to help. Next up: LinkedIn!
"We have an amazing relationship with the Four15 Digital team. Their team feels like a part of our company. After working with three different online marketing companies over the past three years, I feel good knowing that we have finally found a long term partner that is great to work with and delivers more than double the leads than our previous provider."

Nick Mettler
CEO, No More Dirt