

# Case Study: Local Flooring Experts - Integrating Digital and Traditional Marketing to Boost Lead Generation

## **Client Overview:**

Spokane's leading flooring expert is a local flooring company celebrating its 91st anniversary this year. Since 1933, they have offered residential and commercial flooring and installation services, including carpet, tile, LVP, laminate, hardwood, and area rugs.

## **Campaign Goals:**

The primary goal for this family-owned business was to increase leads. The secondary goal was to maintain cost-effective marketing efforts by achieving a reasonable cost per click (CPC) and cost per lead.

## **Campaign Details:**

Duration: Running continuously since 2023 with ongoing optimization.

Budget: \$70 per day.

Campaign Type: Google Search Campaign.

Target Audience: Homeowners and business owners actively looking for new flooring.

## **Strategy and Implementation:**

The strategy involved encouraging potential customers to call or contact the client through targeted Google Ads, complemented by traditional television commercials. With several competitors in the area, keeping the CPC low while bringing in qualified leads was crucial. The campaign emphasized the family-owned business values and exceptional customer service. Keywords were continually optimized to ensure high traffic and relevance.

## **Performance and Results:**

Average CTR: 8%.

Average CPC: \$7.00.

Total Conversions (Last 30 Days): 60

The campaign performed consistently with, if not exceeding, the client's expectations.

Adjustments were made to maintain lead flow, especially around holidays when interest in flooring typically dips.

## **Client Feedback and Impact:**

The client had their best year ever, significantly increasing leads and profitability by integrating traditional marketing efforts with Google Ads and organic social media posts.

## **Previous Marketing Efforts:**

Before partnering with Barham Marketing, the client relied solely on traditional advertising, primarily TV and print. Barham Marketing helped transition them into the digital age, greatly enhancing their advertising effectiveness.