



REACHLOCAL HAVE IMPLEMENTED VARIOUS DIGITAL STRATEGIES TO BRING TODD'S PLUMBING AND ELECTRICAL UP-TO-DATE WITH THE DIGITAL MARKETPLACE.

TODD'S PLUMBING & ELECTRICAL

ABOUT

With a reputation for the best advice and service at a great price, Todd's has been providing solar hot water, solar power, plumbing and electrical services to southeast Queensland for over 15 years.

CHALLENGE

Over the past 15 years Todd Lane has been putting ads in traditional media, such as the local paper and been confident that, along with referrals from happy customers, business would keep rolling in. However, with the proliferation of new and ever-changing technologies and increased market competition, Todd realised it was time to turn to a Trusted Advisor who specialises in digital marketing to keep leads coming in and help grow his business.

SOLUTION

ReachLocal implemented multiple Search Engine Marketing campaigns, targeting different aspects of the business and specific geographical locations, as well as a GeoFence campaign to help increase awareness in the local area.

RESULTS

ReachLocal have consistently driven high website traffic for Todd's. But the key has been ReachLocal's Search Engine Marketing platform which optimises campaigns towards leads instead of just website clicks, enabling Todd to reach more relevant prospects and win higher value jobs. In Edge, Todd can see every lead, call and form fill coming in - providing transparent reporting which is invaluable to any business.

"Now we're getting new inquiries through the Internet. The funny part about that is, if we keep each new customer happy, they'll refer us on so, we'll be getting a double hit off the marketing we're getting from ReachLocal."

*Todd Lane
Owner
Todd's Plumbing & Electrical*