



WORTH EVERY CENT CLEANING NEEDED A TRUSTED DIGITAL MARKETING PROVIDER TO HELP IMPROVE THEIR ONLINE PRESENCE.

## WORTH EVERY CENT CLEANING

### ABOUT

Worth Every Cent is a family-owned and operated company that has been in operation for over a decade now. Andrew Bain and his team pride themselves on delivering dependable and meticulous cleaning services for their customers around the sunny Gold Coast of Australia.

### CHALLENGE

Having a strong online presence is very important in the commercial cleaning industry. Andrew needed a digital strategy that would reach potential customers with an immediate need for his services, and also those who conduct lengthy research before making a decision.

### SOLUTION

Worth Every Cent have four campaigns running with ReachLocal - Search Engine Optimisation, Search Engine Marketing and two Social Ads campaigns focusing on Retargeting and Lead Ads. These solutions work together to solidify the businesses' presence across a short or long buying cycle.

### RESULTS

ReachLocal have been able to drive an extra 40 phone calls to the business each month. Worth Every Cent's organic visibility on search engines has improved significantly, and Andrew is seeing organic leads coming into his business for the first time. Andrew is very receptive of the advice and direction provided by ReachLocal's experienced team through regular catchups. He feels confident he's getting a great return on his investment with ReachLocal.

**"I would recommend ReachLocal to other businesses because of the relationship they build with their clients. I know they've taken a personal interest in my business."**

*Andrew Bain  
Owner/Director  
Worth Every Cent Cleaning*