



CASE STUDY

Southern Trust Home Services used Local Services Ads to earn a 90% booking rate

The challenge

Based in Roanoke, Virginia, Southern Trust Home Services faced low booking rates and difficulties attracting new customers to their business. Their previous strategy primarily used lead aggregators – companies that gather potential customers for a range of different providers – but they weren't getting the results they were hoping for. They were looking for a new solution that would help their business stand out among the rest.

The approach

Southern Trust Home Services partnered with marketing agency Home & Local Services to develop a new plan to drive more business and move to the top of search results. Local Services Ads had performed well for the agency, so they decided to use it as their primary approach to attracting new customers.

Local Services Ads offered a handful of key benefits. With it, Southern Trust Home Services maximized the number of potential customers by matching the service area to specific zip codes, allowing them to work with as many clients as possible in a specific area. They also clearly displayed their business hours to avoid missing calls. Finally, they were able to control the types of job displayed to ensure customers knew exactly what to expect.

The Google Guaranteed badge also resonated with consumers, helping reinforce Southern Trust Home Services' reputation as a trusted brand.

Results

These efforts helped Southern Trust Home Services significantly increase their business, with a booking rate of 90% and a return on investment (ROI) of 1,570% in the first quarter of 2022.

Only pay for results

Control your budget and only pay when a customer gets in touch directly from your ad.

Sign up for **Local Services Ads** now: g.co/localservices

90%

booking rate

1,570%

return on investment in Q1 2022

“In my smaller market we need to utilize all lead sources that drive quality conversions to our family-owned business. Local Services Ads provides me with an advantage in my marketplace and has helped my business grow.”

– Ted Puzio
Owner, Southern Trust Home Services



© 2022 Google LLC
1600 Amphitheatre Parkway
Mountain View, CA 94043
www.google.com