



CASE STUDY:

FOX PLUMBING HEATING COOLING ELECTRICAL

Fox Plumbing Heating Cooling Electrical: A Trusted Provider for 20+ Years

Fox Plumbing Heating Cooling Electrical, a family-owned business in Vernon, BC, has grown from a garage startup in 1999 to a \$20M premium home services provider with 100 employees. Celebrating 25 years, Fox continues to expand while tackling challenges in a competitive market.

Key Metrics

- 31%**
Reduction in Cost Per Conversion
- \$37**
Avg Cost Per Conversion
- 77%**
Increase in conversions
- FULL**
The 3-day call board is consistently filled

“CAMP’s very personalized customer service approach really appealed to us: they genuinely seemed like they cared about building a partnership with a company rather than just do plug and play like other vendors. In fact, we don’t view them as a vendor, we view them as a business partner. Having the ability to call a company that’s truly partnered with you and get straight answers is what really sets CAMP Digital out above the others in the space.”
Ted Fox Jr.
Owner, Fox Plumbing Heating Cooling Electrical

THE CHALLENGE

EXPANDED DIGITAL PRESENCE-NEW WEBSITE

In a small town with 57 competitors, Fox faced fierce competition while striving to increase call volume and leads as a premium provider. Previous marketing partnerships yielded poor communication, lackluster results, and declining SEO performance, prompting Fox to seek a reliable partner for innovate digital marketing solutions.

THE APPROACH

A COMPREHENSIVE DIGITAL OVERHAUL WITH CAMP DIGITAL

CAMP Digital partnered with Fox to address their challenges through:

- **Proprietary Technology:** Implementation of the Capacity Pro Dashboard to dynamically adjust pricing based on demand.
- **Enhanced PPC Management:** Focused campaigns across Google and Bing to maximize cost-effectiveness and lead generation.
- **Comprehensive Website Overhaul:** Managed over 500 landing pages and improved responsiveness and visuals for both mobile and desktop.
- **Transparent Communication:** Delivered honest, data-driven recommendations on marketing spend to ensure cost-effective results.

THE RESULTS

A DIGITAL SUCCESS STORY

Since partnering with CAMP Digital, Fox has achieved significant milestones:

- **Conversions:** Kamloops location saw a 77% increase in conversions from 2023 to 2024.
- **Cost Efficiency:** Average Cost Per Conversion (CPL) dropped to \$37 for search campaigns.
- **Savings:** In Kamloops, Cost Per Conversion (CPC) decreased by 31% in 2024 compared to 2023.
- **Sustained Growth:** Vernon saw a 24% increase in conversions and 17% reduction in CPC from 2022 to 2023.

