



Case Study: Jack & Jill Plumbing

Jack & Jill Plumbing: Exemplary Service and Professionalism

Jack & Jill Plumbing, located in Rochester, New York, has been providing exceptional plumbing services for the past decade. Owned by Craig and Elizabeth Faulks, the company specializes in a range of plumbing needs, from routine plumbing and drain maintenance to water heater repairs. Jack & Jill Plumbing prides itself on its professional and uniformed staff, high customer satisfaction, and a strong commitment to delivering timely and detailed services. The numerous four-and-five-star reviews reflect the company's dedication to excellence and customer satisfaction.

Key Metrics

 **17%**
Reduction in Cost Per Lead

 **85%**
Increase in brand traffic growth

 **25%**
Increase in Total Call Volume

Craig Faulks highlighted how CAMP Digital helped them spend less while achieving a higher return on investment, transforming them into revenue partners. Although they continue to face challenges in recruiting top, skilled plumbers, the enhanced market visibility and positive customer reviews have helped mitigate this pain point. The Faulks remain deeply satisfied with CAMP Digital's support and look forward to continuing their successful partnership.

THE CHALLENGE

NAVIGATING LOST CALLS AND CUSTOMER CONFIDENCE

Operating as the most expensive plumbing service in a highly competitive market, Jack & Jill Plumbing faced several challenges. Despite their strong reputation, they were concerned about losing potential calls, which could impact their business growth. Ensuring that customers felt good about spending money on their services was another critical issue. Additionally, like many businesses in the home service industry, they struggled to find and retain top, skilled plumbers to join their team. These challenges prompted the Faulks to seek a solution that could help them maintain their market leadership and continue delivering exceptional customer experiences.

THE APPROACH

INNOVATIVE SOLUTIONS WITH CAMP DIGITAL

Jack & Jill Plumbing's journey took a significant turn when they partnered with CAMP Digital two years ago. CAMP Digital implemented a strategic marketing plan that included the use of Local Service Ads (LSA) and their exclusive "Capacity Pro Dashboard."

This innovative dashboard allows for real-time adjustments to customer-facing ads, enabling dynamic pricing based on demand and availability. This flexibility provided Jack & Jill Plumbing with the ability to optimize their pricing strategy and enhance their overall marketing efforts. Additionally, CAMP Digital helped improve call monitoring, manage Google's algorithms, enhance responsiveness to calls and customers, and ensure the company maintained a front-page presence on Google search results.

THE RESULTS

A DIGITAL SUCCESS STORY

The collaboration with CAMP Digital resulted in remarkable outcomes for Jack & Jill Plumbing.

- 84% Sales Volume Increase
- 32% Growth in Organic Impressions (6mo over 6mo)
- Managing Google's algorithms
- More efficient in monitoring calls
- Responding to customer inquiries.
- Sustained presence on the front page of Google search contributed to increased visibility and customer engagement.

