



## CASE STUDY: PLATINUM PLUMBING

Driving Growth with a Smarter Digital Marketing Strategy

### Platinum Plumbing: Proudly serving the Normal and Bloomington, IL area since 2019.

Andrew Wille started plumbing at 18, drawn to problem-solving and helping others. He founded Platinum Plumbing, Inc. to inspire others through skill and hard work. Despite its strong reputation, the company struggled with digital marketing, limiting its online reach and customer growth until seeking a strategic solution.

#### Key Metrics



### 51%

Revenue increase from \$1.3M to \$1.96M in 2024



### 10% to 20%

Commercial business doubled as a share of total operations



### 7 to 10

Expanded staff from 7 to 10



### 30-37%

Forecasted growth in 2025

### THE CHALLENGE

#### OVERCOMING DIGITAL MARKETING CHALLENGES TO DRIVE SUBSTANTIAL GROWTH

Platinum Plumbing struggled with low search rankings in Bloomington and competing against itself due to multiple Google Business Profiles. Failed marketing partnerships added frustration, wasting advertising dollars. Without a clear strategy, the company had difficulty attracting quality leads and expanding its reach effectively.

### THE APPROACH

#### A TECHNOLOGY-DRIVEN DIGITAL STRATEGY

CAMP Digital transformed Platinum Plumbing's online presence by implementing a capacity-based marketing strategy, dynamically adjusting ad spend based on job availability to maximize efficiency.

- Redesigned Platinum Plumbing's website for a seamless user experience.
- Consolidated Google Business Profiles to strengthen local search authority.
- Optimized digital assets to improve conversion rates.
- Eliminated internal competition in Google Ads for more effective ad spend.
- Refined local SEO strategies to attract the right customers at the right time.
- Positioned Platinum Plumbing for sustained growth and a stronger foothold in both markets.

### THE RESULT - A DIGITAL SUCCESS STORY

- Revenue grew from \$1.3M to \$1.96M in 2024.
- The company expanded staff from 7 to 10.
- Purchased a new company building, added three new service vehicles, and invested in new equipment to expand service offerings.
- Commercial business doubled from 10% to 20% of total operations.
- With a projected 30-37% growth in 2025, Platinum Plumbing is now thriving, with a scalable digital marketing strategy that drives consistent, high-quality leads.

