



## CASE STUDY: VALLEY PLUMBING

GROWING A SMALL BUSINESS WITH SMART  
DIGITAL MARKETING STRATEGY

### Valley Plumbing: Proudly serving the greater Knoxville, TN area since 2018.

Valley Plumbing is a family-owned plumbing company based in Knoxville, TN. As a small home service business, they lacked the marketing bandwidth and expertise to effectively connect with potential customers online. They turned to CAMP Digital for help.

### THE CHALLENGE ✓

#### OVERCOMING A LACK OF LEADS AND DRIVE SUBSTANTIAL GROWTH

Valley Plumbing was relying solely on repeat business and word-of-mouth referrals, which resulted in the inability to stay busy year-round. They also experienced a high cost per conversion from their limited marketing activities, and needed a more strategic approach for getting in front of prospective customers.

### THE APPROACH ✓

#### A TECHNOLOGY-DRIVEN DIGITAL STRATEGY

CAMP Digital implemented their Base CAMP digital marketing solution uniquely tailored to the client's business goals and budget. This included a templated, mobile-friendly website, custom real-time updates (discounts, arrival times), LSA and GBP setup and optimization, paid search campaigns (Google & Bing), Call-Tracking, and more.

A key component of the success was the efficiency gained through CAMP's proprietary Capacity Pro dashboard, which allows campaigns to be systematically updated according to the client's real-time needs. The smart software dials in and ramps up campaigns when the client is in need of appointments and pulls them back when the business is at capacity. This results in the most efficient use of the client's valued marketing dollars.

### Key Metrics



**53%**

Reduction in Cost Per  
Conversion



**142%**

Increase in Conversion Rate



**\$50.92**

Cost Per Lead (incl. fees)



**75%**

Click-Through Rate 75%  
Higher Than Industry Avg

### THE RESULT - A DIGITAL SUCCESS STORY ✓

In just three months, CAMP Digital helped Valley Plumbing achieve:

- 53% Decrease in Cost Per Conversion
- 142% Increase in Conversion Rate
- 75% Higher Click-Through Rate Than Industry Average
- 20% Increase in On-Site Appointments

With their new influx of business, Valley Plumbing was able to hire two additional technicians to keep up with the demand, and their call board remains full. CAMP Digital's custom solution provided a strong online presence and the lead generation power to facilitate steady company growth.

CAMP's comprehensive digital marketing strategy connected this client with their ideal local customers, and most importantly, the qualified leads translated into new business. The solutions implemented were strategically designed for scale to accommodate this growing team and expanding customer base for years.

