

# Case Study

## Royal Extreme Clean



### COMPANY OVERVIEW

Royal Extreme Clean is a local service company based in Warren, MI. Their main focus is providing air duct repair, chimney cleaning and repair services. With a high customer satisfaction rating and skilled technicians, they have become one of the top chimney and air duct cleaning companies in Metro Detroit.

### CHALLENGE

Royal Extreme Clean contacted Momentum in early 2016 in response to a business challenge they were facing. The digital marketing company they had been working with stopped responding and their website went offline. Royal Extreme Clean learned through this challenge the importance of having a strong online presence. They wanted to partner with a trustworthy company and create an effective marketing campaign to avoid future difficulties.

Most of their leads at the time were coming from their website and not as a result of direct sales. We understood that they had been disappointed by the previous digital marketing agency and we made it our goal to provide exceptional and trustworthy service for them.

“ These guys get web and digital marketing. Our presence is better than ever and we’re finally getting qualified visitors to our site that are truly interested in our services - this has converted to more business and revenue. ”

— Crystal

### SERVICES

- Website Design
- Marketing Strategy
- Search Advertising
- Local Listings

### BY THE NUMBERS

↑ **380%**

Monthly Leads

↑ **67%**

Time Spent on Site

↑ **10%**

Organic Traffic

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### SOLUTION

Royal Extreme Clean needed a SmartSite to increase conversions and improve the user experience for potential customers. They also needed an effective PPC strategy to turn qualified visitors into new sales.

Momentum started by performing research and analyzing important campaign factors, the first step in building a profitable marketing campaign. After thorough analysis, we were able to build a comprehensive SmartSite™ and PPC strategy which would accomplish the key goals we had set for them.

In order to increase their organic search visibility in local search engines and directories, we implemented our local listings program. Their business information was submitted to over 100 directories as well as local search services such as Google Local, Yellow Pages, and Yahoo Local.

### KEY WEBSITE OUTCOMES

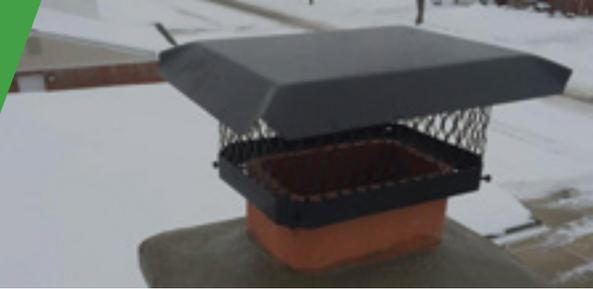
- Mobile friendly website
- Increase in organic traffic
- Decreased cost per click
- Decreased bounce rates
- Higher conversion rates

Royal Extreme Clean SmartSite™ - [www.royalextreameclean.com](http://www.royalextreameclean.com)



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### RESULTS

Generating more leads and more customers was Royal Extreme Clean's top priority moving into the new year, especially after coming up short the year prior. After the implementation of a new SmartSite and PPC campaign, they have been busier than ever and are filling appointments a month in advance.

Since launching the campaign, Royal Extreme Clean has grown sales and revenue by over 200%. This is the result of a strategic marketing planning and execution. One of the main drivers behind our success was being able to increase website traffic and leads without spending more money. We still WORK together today on improving sales and growing revenue.

