

**CASE
STUDY**

Home Services

This client specializes in replacement windows and doors with multiple locations throughout Pennsylvania. The company continued to see explosive growth during the pandemic along with much of the home services industry. Target was brought in to help the company align its overall marketing and media buy plans to create a holistic approach. This involved both a corporate sponsored program and a localized plan specific to the company.

Reduce Marketing Cost Per Lead

Goal(s)

Quantitative:

15% marketing cost per lead.

Qualitative:

- Asked to take a strategic look at the Marketing Department as a whole.
- Consolidate overall media buying plan and reduce cost.
- Execute holistic media buying plan for 2022.

Results

Reduced costs, consolidated inefficiencies, and executed media buying strategy that led to a 13% marketing lead cost.

Tactics



Broadcast/Cable TV & Sponsorships
OTT Ads



Facebook/Instagram Paid Ads
Addressable Geofencing



Recruitment

Execution

Television:

- Worked alongside corporate sponsored national TV buys to create a strategic localized TV media buying plan.
- Plan included :15 and :30s spot buys, and sponsorships with local TV network stations.

Social Media:

- Organic - Created customized content calendar vs. corporate sponsored social media posts to allow for localized personality and organic community engagement.
- Paid Advertising - Utilized Facebook, Instagram, Pinterest, and YouTube to run digital paid media plans.

Strategic Partnerships:

- Worked alongside TV, PPC, and creative marketing partners to ensure flawless coordination of all media marketing mix efforts.

Recruitment:

Created outside the box marketing strategies to attract 1099 contract installers.



OOH Truck Wraps



Geofence Ads



Gas Station TV



Social Media



Radio

Key Demographics



Adults 35-54
Secondary 55+

