



AUTOMOTIVE

DRIVING BUSINESS FOR A LOCAL TOWING SERVICE

 SOUTH BEND, IN



GOAL

- The client's overall goal was to get more people to call for a towing service.

CHALLENGES

- This client's main competition were big national brands.

RESULTS

- We understood the state that our target audience would be in if they were searching for the client's keywords. They would most likely be in urgent need of assistance, so we used tactics to instill immediacy.
- The ad copy we created was centered around the client's great response rate, being empathetic, and offering complete assistance. We also put an emphasis on using call-only ads, making the path to getting assistance that much shorter for the distraught user.
- We ended up driving a 50% conversion rate and 1,800 phone calls to the business over an 11 month span.

50%

CONVERSION RATE

1,800

PHONE CALLS

