



CASE STUDY



8x ROI for a San Diego Plumbing Company With Yelp Ads

About PIC Plumbing

PIC Plumbing Services has provided the San Diego, CA area with professional plumbing, hydro jetting, and maintenance services for both residential and commercial properties for the last five years. Family-owned and operated, they are one of the top-rated local plumbing businesses in San Diego and are well known for their top-notch customer service, competitive pricing, and great reviews.

Challenges – Lack of Leads

Google and other advertising platforms have become increasingly expensive, so PIC Plumbing was experiencing difficulty remaining competitive with other plumbing companies in the area who had larger advertising budgets available.

They noticed a significant reduction in the total number of leads generated from their paid advertising efforts and needed a more effective way to grow their business without breaking the bank.

Consequently, their ownership asked our team here at J&S Digital to come up with a paid ads strategy that could deliver the volume of calls and messages they needed to scale and increase revenue.



Solutions – How Yelp Helped

As Certified Yelp Advertising Partners, we immediately dug into the data for potential lead generation opportunities for plumbers on Yelp in the San Diego area. We identified that with a highly targeted Yelp ads campaign, PIC Plumbing could stand out among other established plumbing companies in the local market and generate leads at a far lower cost compared to Google. We suggested a budget of \$2,400 per month, just enough to unlock unique perks and benefits included with our partnership to maximize impact.

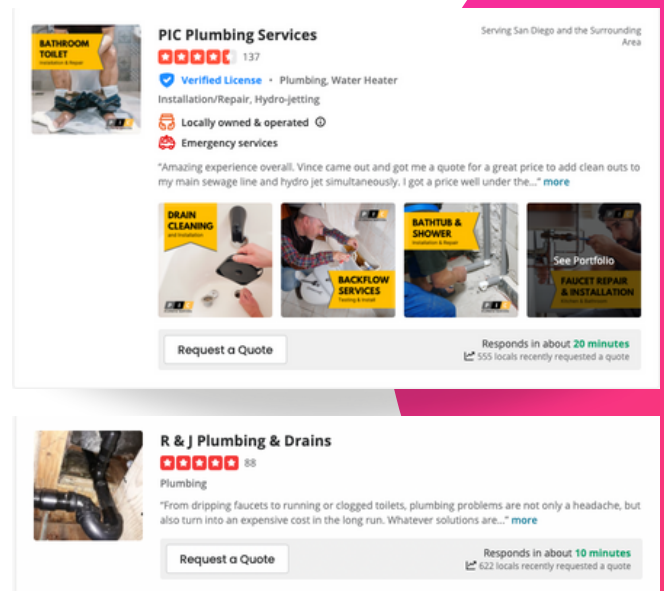
Our customized solutions looked like this:

Yelp Enhanced Profile

- Creating custom graphics to highlight all of PIC's plumbing services
- Setting up a curated slideshow of their best team and customer-submitted photos
- Removing competitor advertisements from their page
- Adding their company logo to match the rest of their branded profile and website
- Implementing a Call to Action button to navigate directly to their booking page
- Emphasizing Business Highlights such as "Locally Owned & Operated"



Yelp Portfolio Graphics



PIC Yelp Ad vs. a local competitor's

Yelp Ads PPC Campaign

- Targeting high-value zip codes throughout San Diego County to generate leads from neighborhoods with high income and the ability to spend on larger high-ticket jobs
- Boosting keywords like "hydrojetting", "commercial drain repair", and "water heater replacement" to generate more qualified leads
- Creating custom ad creative imagery for A/B testing across the Yelp platform to maximize results and ad click-through rates

Yelp Connect

- Posting weekly updates from the business about new services, promotions, and deals
- Highlighting service areas to connect with various local audiences across San Diego County
- Generating free clicks to their profile from Yelp Connect's push notifications feature for subscribed users (over 7,500 in the San Diego market)

The Results

Over a three-month period, the results generated from PIC Plumbing's Yelp campaign were phenomenal. The total number of leads generated increased each month despite a consistent advertising budget, and with our campaign optimizations, their cost per lead continually decreased over time.

April-June 2022

23% Reduction in Cost Per lead (\$20.69 to \$15.89)

30% Increase in total leads (116 to 151)

19% Increase in calls (26 to 31)

26% Increase in messages (80 to 101)

8X

Return on Investment

In June alone, PIC Plumbing was able to attribute **\$19,600 worth of booked and completed jobs** to our efforts on Yelp. With just \$2,400 in advertising budget, that results in an **8x return on investment**, over four times greater than the industry average on Google and other advertising platforms.



J&S Digital was able to get our phones ringing again without making us write extra checks. Really refreshing to work with a great team who has our best interests in mind at all times.

Office Manager, PIC Plumbing Services



J&S Digital Services is a digital services agency designed to help small and medium-sized businesses scale their online presence. Our specialized backgrounds make us a reliable resource to help your brand develop a successful online strategy.

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