



# Master Services

WSI was able to help Master Services achieve their digital marketing goals and raise the heat on their revenue.

## BACKGROUND

With over 30 years of experience in the home service industry, Master Services is committed to providing superior quality and customer service. Master Services are a veteran and family-owned business serving the Southeast Wisconsin and Northern Illinois area.

This HVAC company provides services in plumbing, heating, cooling, and indoor air quality solutions. It is committed to quality customer service and hires only trained professionals who receive continuous education to ensure they are skilled in the latest technology and equipment.

The owners dreamed of growing their business and becoming a leading company in the HVAC and plumbing industry.

Visit: [www.masterserviceslg.com](http://www.masterserviceslg.com)

## CHALLENGES

After Master Services' in-house marketing strategists quit, WSI was left with many challenges and a big task at hand:



### Lack of Conversions

The team behind Master Services was feeling the pressure, as they had been experiencing a slow business period with no conversions coming in from their website or traditional marketing. The owners at Master Services didn't even know how they were spending money on paid search ads!



### Direct Mail Was Not Performing

Master Services was unsure about the effectiveness of their direct mail marketing and were looking for a different solution. They were concerned about a lack of leads.



### Low Call Volume

Master Services was experiencing low call volumes, resulting in a huge loss of potential revenue for the company.



*Jim from WSI has been assisting our business, Master Services, for almost 2 years. Jim started out with a 6-month contract doing our Google PPC advertising. In the first six months we saw exponential growth and he now assists us with SEO and website optimization as well as writing blogs for us. Jim meets with me once a month and shows me the data, charts, graphs, and conversion rates and makes suggestions for us to improve our business. I am confident in a referral for Jim and his company.*

**Mary Nissen,  
President, Master Services**

## SOLUTION

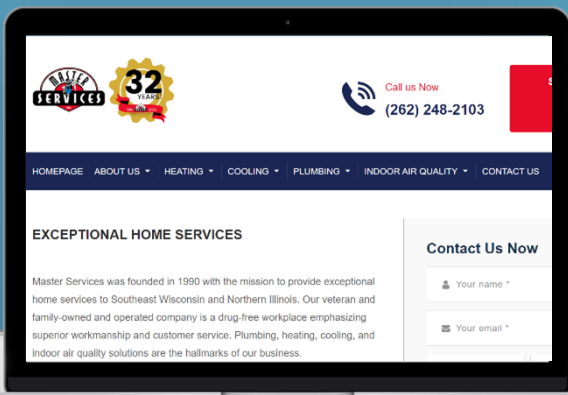
During the Discovery Process, WSI learned about the client's current marketing strategy and all of the areas for improvement.

WSI started by updating their generic landing pages and focusing them more on the ads they were promoting. Furthermore, WSI redesigned their homepage and website while developing a strong paid search campaign. While the PPC campaigns were running, WSI implemented an SEO strategy to improve their search results on Google.

The goals for Master Services' new Digital Marketing Plan included:

1. Increase traffic and generate leads fast
2. Increase brand visibility
3. Accelerate their competitive advantage and lead generation

WSI's targeted SEO approach included reducing windshield time for their service techs and shifting the company's ad spend to optimize their marketing investment.



## RESULTS

WSI's new marketing strategy not only increased revenue for Master Services but also gave the two business owners more time off and a chance to travel together.



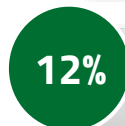
Paid search efforts delivered 40 leads per month.



Achieved an average of 18 Local Service Ads per month.



The average month over month growth was 139%.



Attained a 12% conversion rate, which is 10% higher than the industry average of 2.7%.

## FUTURE PLANS

After implementing an success digital marketing strategy, WSI will be helping analyze Master Services' PPC and Local Service Ad campaigns to better understand which will provide the company a higher ROI.

**Is your organization in need of similar support and results?**

**Get in touch with WSI today to consult with one our digital marketing experts.**

[www.wsiworld.com/speak-with-a-wsi-expert](http://www.wsiworld.com/speak-with-a-wsi-expert)