

# The Brickwork to Reaching New Customers

A CASE STUDY ON HOW FACEBOOK ADS DROVE NEW BUSINESS FOR A CHIMNEY SWEEP COMPANY

## ABOUT BRICKLINERS

Brickliners, owned by Jake Loeffler, is one of the top chimney companies in their area. They are at the top of the industry in technology, education, customer service, and even community involvement. But Jake and his team are dedicated to the continued growth of their business. They already have a strong hold on their google ranking, success with Google Ads, and a steady customer base. So what is next for them?

## THE PROBLEM

### Reaching new customers

- Google only reaches people searching for a specific company or a specific service at a specific point in time. That means if people don't already know or trust your company, you are not ahead of any of your competition in the decision making process.

### Increasing the value of their current customers

- The best way to increase the life-time value of your customer is to get them to purchase more services or products from you. It's also one of the best ways to increase your bottom line, because it's more money in the bank without the cost of acquiring a new lead. However, most technicians forget to upsell these other services and it's not something most customers go searching for.

## THE SOLUTION

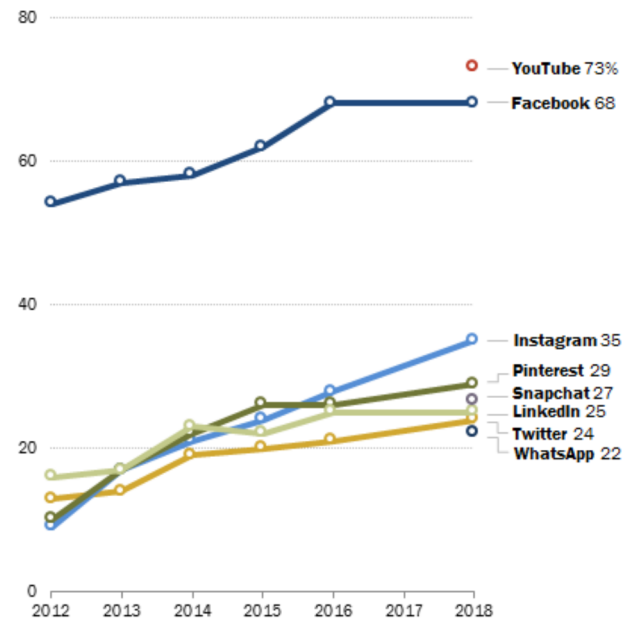
### Use Facebook Ads to educate homeowners in the local area on a platform where they are already spending a lot of time

By seeing Brickliners' name and testimonials in their newsfeed, the new customer is being predisposed to trust and remember your brand when they need your services.

### Use Facebook to retarget current customers, educate new customers, and introduce new/higher value services

## Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER



## HEAR FROM JAKE LOEFFLER

It has been an absolute pleasure working with Amber and Brena at Spark Marketer.

They have really worked hard creating, adjusting and implementing my advertising campaigns/funnels while always keeping their eye on the cost and ROI. They are very good communicators consistently let you know what is working, not working and what adjustments need to be made on a weekly basis. I would highly recommend them to anyone who is looking to increase their online leads and online presence.

**BRICKLINERS**  
www.brickliners.com  
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