

It Was a Clean Sweep with Facebook Advertising

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



ABOUT CLEAN SWEEP AA

Chuck and Linda Roydhouse have been successfully growing their chimney maintenance and repair business for over 40 years. As the industry changed, their company did as well, but one thing remained true: brand awareness drove business. The Roydhouses knew that to gain new customers, their company name had to be out in front of as many people as possible. The Roydhouses, knowing how to use their money wisely, made the investment in a market their competitors weren't even aware of.

THE PROBLEM

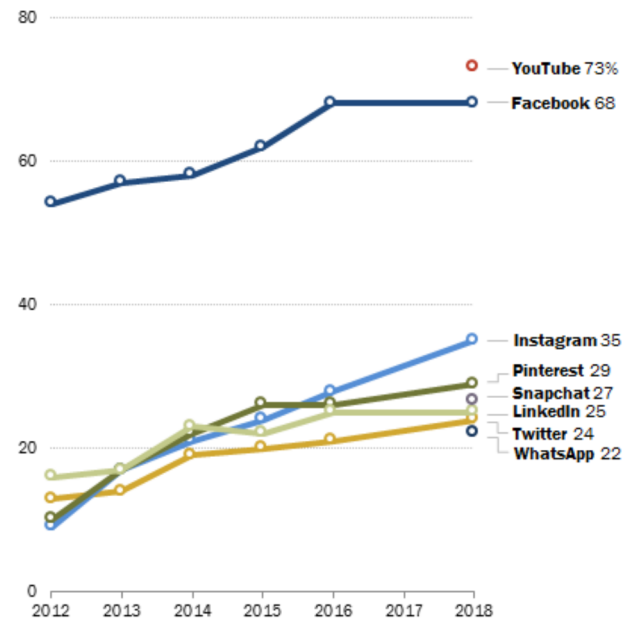
Even with running Google Ads, the Roydhouses knew they weren't reaching all of their potential customer base. Facebook allows a business to reach new and old customers with targeted ads in their newsfeed -- and on partner sites -- without the customer having to seek out the business first. The Roydhouses saw the opportunity on Facebook and took it. They identified that none of their competitors were utilizing the platform yet, which made the risk of investing in new advertising methods even more worth it.

THE SOLUTION

The team at Spark Marketer used education and brand awareness campaigns to target homeowners in CSAA's service area that hadn't scheduled with them before.. Additionally, they used retargeting campaigns to reach customers who visited the site -- either from Facebook, Google, or another source -- but did not take a valuable action (call or schedule). **By combining Facebook and Google paid and organic strategies, the Roydhouses were able to make a 10% increase in profits from June - September 2017 to June - September 2018.**

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 LINDA ROYDHOUSE

Having a service business means you have to communicate with your customers, and using Spark Marketer's Facebook Service allows us to do just that. Amber really takes an interest in our service and our customers to help us increase our engagement with our current and potential clients. Her weekly updates are very helpful and allow us to plan how to reach our clients at a great cost. We enjoy working with Amber and highly recommend!