

CASE STUDY – 3 Maids Cleaning



The screenshot shows the homepage of 3MAIDS Cleaning Service. At the top, the logo features three vertical blue bars followed by the text '3MAIDS' in a large, bold, blue font, with 'CLEANING SERVICE' in a smaller font below it. A navigation menu includes links for Home, Why Choose Us?, How It Works, Our Services, Book Now, Testimonials, and Contact Us, along with a search icon. The main headline reads 'Get your home cleaned, any day of the week' in a large, bold, black font. Below this, a sub-headline states '100% satisfaction guarantee!' and an orange 'Book Now' button is visible. The background image shows a person wearing yellow gloves cleaning a surface with a blue sponge. At the bottom, a blue navigation bar contains three categories: 'Residential Cleaning' with a house icon, 'Commercial Cleaning' with a building icon, and 'Event Cleanup' with a calendar icon.

Cleaning Services

- New Business Started 7th July 2019
- Registered custom domain using SERP keywords
- Developed website with targeted landing pages
- Created Google ads campaign targeting competitive CPC keywords and lead magnet
- Created several targeted landing pages to maximize Google's Quality Score in accordance to relevancy
- Leads generated on a daily basis providing amply quoting and sales opportunities to client's business growth revenue

Gumtree Campaign Plus Local Area Marketing

Morning Priya

Thank really glad you like the cards and website 😊

Here are a few suggestions to getting started fast :-

- Create a small ad on Gumtree – keep it simple – example “ Get your weekends back. High-quality House Cleaning Brisbane, While you’re busy We Do the Cleaning, One-Off or Regular House Cleaning – Starting from just \$28 per hour”
- When you get the flyers – plan a ½ walk every day – select a street and put the flyers in the letterbox – even if you do just one street a day – that’s 365 streets you can do in a year!
- When you get a client – ask each of them for 3 referral – mention that if any of these referrals buy – you will do a free house clean for them or something like that
- Remember to collect details of each inquiry– even if they don’t buy now – they could be your potential client in the future

These should get you started 😊

I’m also attaching our free ebook – 49 marketing strategies to skyrocket your business

Priya – any time you need assistance please feel free to call me – I’m here to assist you in making your business a success!

If there is anything I can assist with please do not hesitate to reach out.

Thanks & Have A Fantastic Day!

Cheers,

Neil Singh

Simple Marketing Campaign

- Created ad on Gumtree
- Street letterbox drops
- 3 referral – from each prospect
- Drip email marketing to prospects

Leads Generated : Client Gets Several Enquiries

		1-7 of 7				
<input type="checkbox"/>	<input type="star"/>	<input type="arrow-right"/>	3 Maids Cleaning Se.	Inbox	New Booking Entry - Name Stefanie Nicholson Email [redacted] Phone +61422222155 Postcode 4152 Address Esk cres	12/28/19
<input type="checkbox"/>	<input type="star"/>	<input type="arrow-right"/>	Angela	Inbox	New Message From 3 Maids Cleaning Service - the way, we're based close to Cannon Hill station. Thanks, Angela With Warm Regards, 3 Maids Cleaning Ser...	10/21/19
<input type="checkbox"/>	<input type="star"/>	<input type="arrow-right"/>	3 Maids Cleaning Se.	Inbox	New Booking Entry - Name Edward Hoare Email eddyhoare00@gmail.com Phone +6175555571 Postcode 4152 Address [redacted],	10/21/19
<input type="checkbox"/>	<input type="star"/>	<input type="arrow-right"/>	3 Maids Cleaning Se.	Inbox	New Booking Entry - Name Joshua edwards Email jedw[redacted] Phone +614377447 Postcode 4032 Address 10	10/15/19
<input type="checkbox"/>	<input type="star"/>	<input type="arrow-right"/>	Tim Pearce	Inbox	New Message From 3 Maids Cleaning Service - area? We are interested in a fortnightly 2-3hr clean for our house. With Warm Regards, 3 Maids Cleaning Ser...	10/11/19
<input type="checkbox"/>	<input type="star"/>	<input type="arrow-right"/>	3, me 2	Inbox	New Booking Entry - : 3 Maids Cleaning Service Date: Tue, Sep 17, 2019 at 6:35 AM Subject: New Booking Entry To: *Name* Kirsten *Email* mkmogridge	9/17/19
<input type="checkbox"/>	<input type="star"/>	<input type="arrow-right"/>	3 Maids Cleaning Se.	Inbox	New Booking Entry - Name Drew Email d[redacted] Phone +6141222298 Postcode 4171 Address [redacted]	9/5/19