

CASE STUDY – Affordable Mowing

Stress-Free, Professional
Lawn Mowing
From Just \$30

FILL THIS FORM FOR A FREE QUOTE

Caboolture | Morayfield | Burpengary | Narangba | Northlakes

Get Your FREE Quote Now

Fill out the form below and let's get your garden looking great!

NAME

EMAIL ADDRESS PHONE

SUBURB

MESSAGE

Justin B [redacted]



Justin B [redacted] >
To neilsingh06@bigpond.com

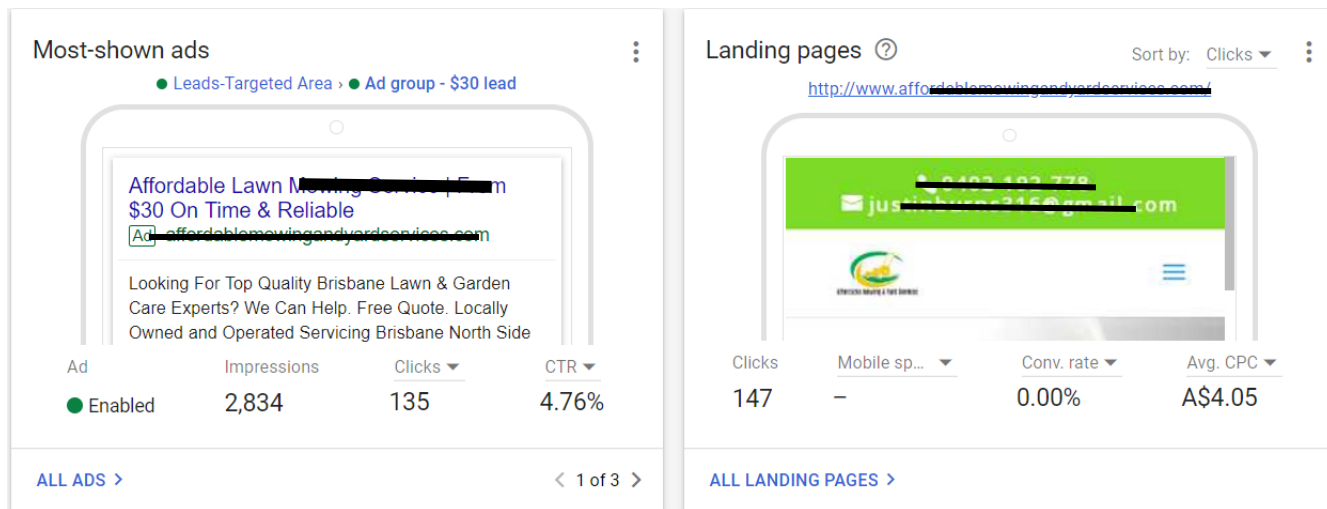
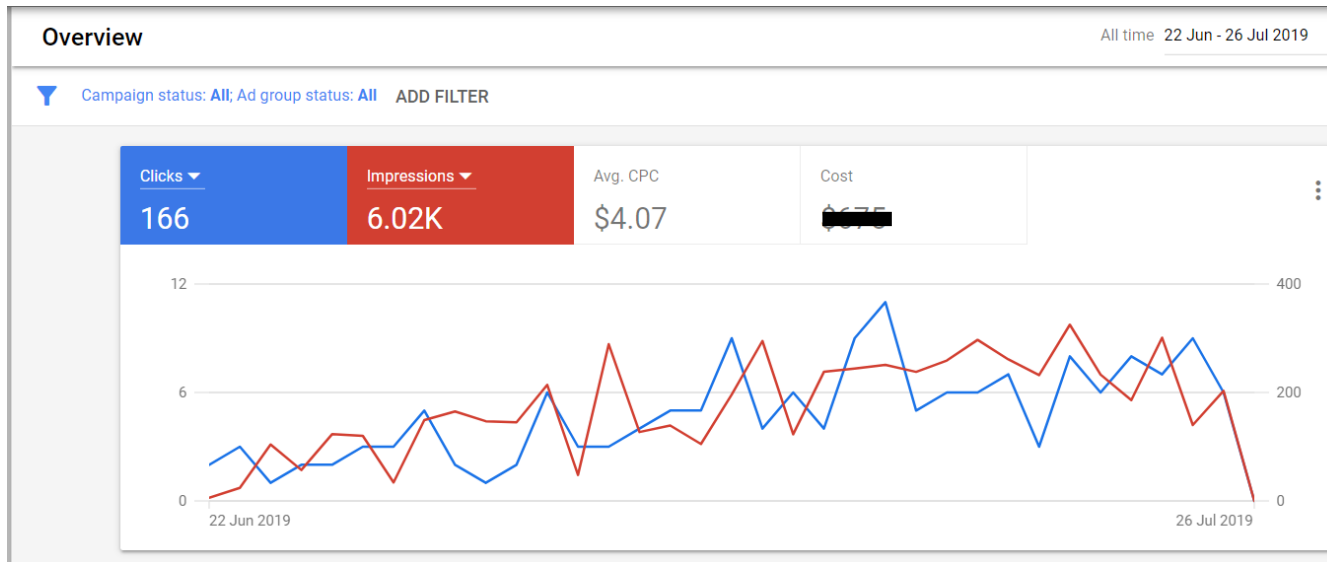
Follow up. Start by Sunday, 9 June 2019. Due by Sunday, 9 June 2019.
You replied to this message on 9/06/2019 9:03 AM.

Hi just enquiring about your ad on gum tree I'm keen to start my own mowing company just not sure how to get it started I live in morayfield I have all the equipment and work ute

Affordable Mowing

- New Business Started 9th June 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 ample quoting and sales opportunities to client's business growth revenue

Google Ads Campaign – Overview 22/07/19 – 26/07-19



Ads Campaign

- As st 26/07/19 – 6000+ impressions
- 166+ clicks to ads
- High click rate despite high competition and high CPC of \$4.07 per keyword
- Lead magnet enhanced click through rate
- Eliminated negative keywords thus improving CPC savings
- On track to increase campaign budget for more quality leads

Leads Generated : Client Gets Several Enquiries

The screenshot shows a Gmail inbox with a search bar at the top and a left-hand navigation pane. The inbox is filtered to show 'Primary' emails. The list of emails includes:

- Diana Williams**: New Message From Affordable Mowing & Land Services - Hi, We can increase rankings of your website in search engines. Please reply to this message and w... 25 Jul
- Mathi., Mathi., me 17**: New Message From Affordable Mowing & Land Services - Did you end up transferring it mate? thanks. On Wed, 24 Jul 2019 at 6:22 pm, Mathias Moloney <mol... 24 Jul
- Jai .. ualisua4510 4**: New Message From Affordable Mowing & Land Services - Can u come about 9 in the morning Sent from my Samsung Galaxy smartphone. ----- Original mess... 24 Jul
- Clinton .. Clinton 3**: New Message From Affordable Mowing & Land Services - No worries at all. Thanks for replying though. Sent from my iPhone On 23 Jul 2019, at 12:22, Justin ... 23 Jul
- Tabitha .. Tabitha 9**: New Message From Affordable Mowing & Land Services - I'm so sorry I forgot to tell you lol It's 28 McNeill Road Kallangur Get Outlook for iOS From: Justin Bu... 22 Jul
- Shauna**: New Message From Affordable Mowing & Land Services - Front and back yard both quiet small Phone: 0414999907 Suburb: Caboolture south 22 Jul
- Sam, me, Sam 5**: New Message From Affordable Mowing & Land Services - Excellent, it's 8 Kingn... Great! Call me. My mobile is 0492299855 if you need to contact me. T... 20 Jul
- Gary, me 4**: Mowing and Grounds Maintenance: 20 & 20A Battersby Street Zillmere - Hi Justin As I left in my message on your phone, I will need a tax invoice before I can ... 20 Jul
- Clayton guan**: New Message From Affordable Mowing & Land Services - Small yard just need mow and whippersnip 1hour-1 and a half tops Phone: 049999978 Suburb: Kall... 19 Jul
- Selena, FELICITY, me 4**: New Message From Affordable Mowing & Land Services - Hi would love too unfortunately I am too busy all weekend and wouldn't be able to make it sorry abo... 16 Jul
- Tricia, Patri., me 8**: New Message From Affordable Mowing & Land Services - Alright thank you I'll see you tommarow On Sun, 14 Jul 2019 at 5:50 pm, Patricia Bosworth <triciabos... 14 Jul
- Rajb, me, rajbir 13**: New Message From Affordable Mowing & Land Services - That's fine. See you then. On Sun, 14 Jul 2019 at 5:08 pm, Justin Burns <justinburns216@gmail.com... 14 Jul
- Apollonia Kush**: Website design and development solution within your budget! - Greetings! I am Web Development Manager, We are in Noida(India) Website Designing, Web De... 13 Jul
- Danny, me, Danny 5**: New Message From Affordable Mowing & Land Services - Sorry Justin, I've actually already committed to another quote. Thanks for taking the time t... 13 Jul

PERFECT SCENERIO: Client Is Getting More Leads & Inquiries Than He Can Handle!

