

CASE STUDY – Case Study: Joe's Journey with Business Growth Club

Rikiti Lawn & Property Services

1. Joe contacted Busienns Growth Club in May 2020 with the aim of starting a lawn mowing and handyman business




Joe Rikiti joe.rikiti@hotmail.com

to me ▾

Sun, May 3, 10:05 AM



Hi Neil im very interested in gettingt my business started I have abit of money to get me started and also have a few lawnmowing and trailer and ute equipment of my own to get started im a very hard worker and honest work ethic I love to have the oportunity of being my own boss

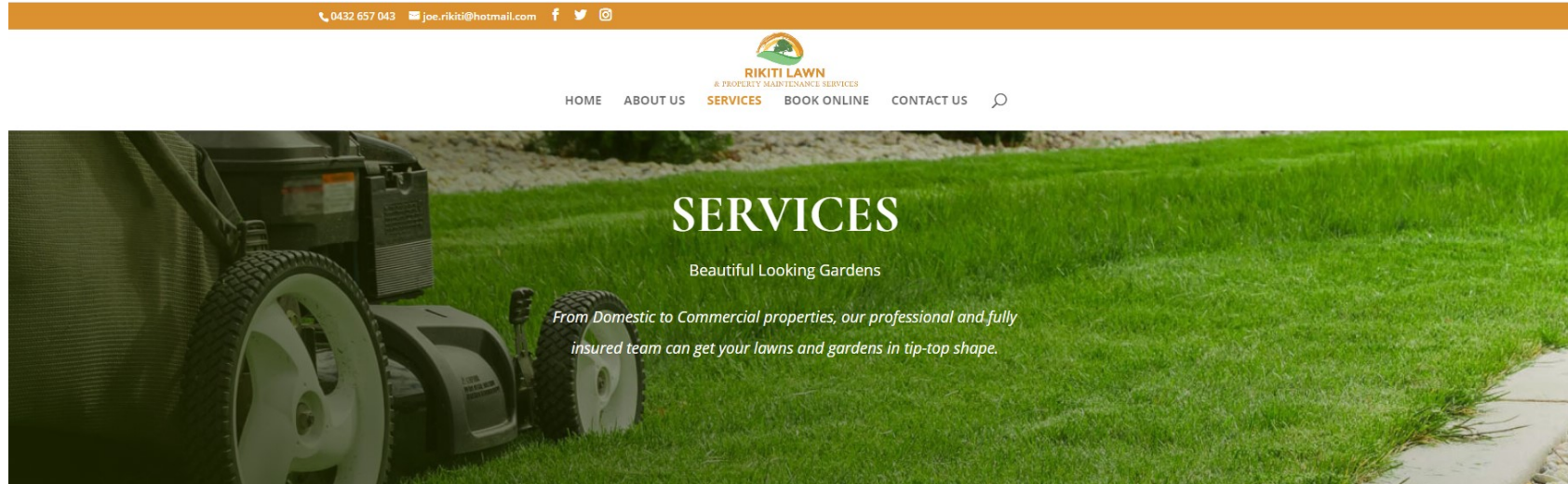
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[Message clipped] [View entire message](#)

2. After consulting with Joe on the requirement for his new business and Joe registering his new business domain name, we created a high converting website so Joe can get leads while maintaining a solid on line presence



Rikiti Lawn & Property Maintenance Services offers a wide range of yard maintenance and gardens services.

LAWN MOWING

From small Domestic gardens to large acreage properties we do it all.

EDGING

For beautiful and nice neat edges around your garden.

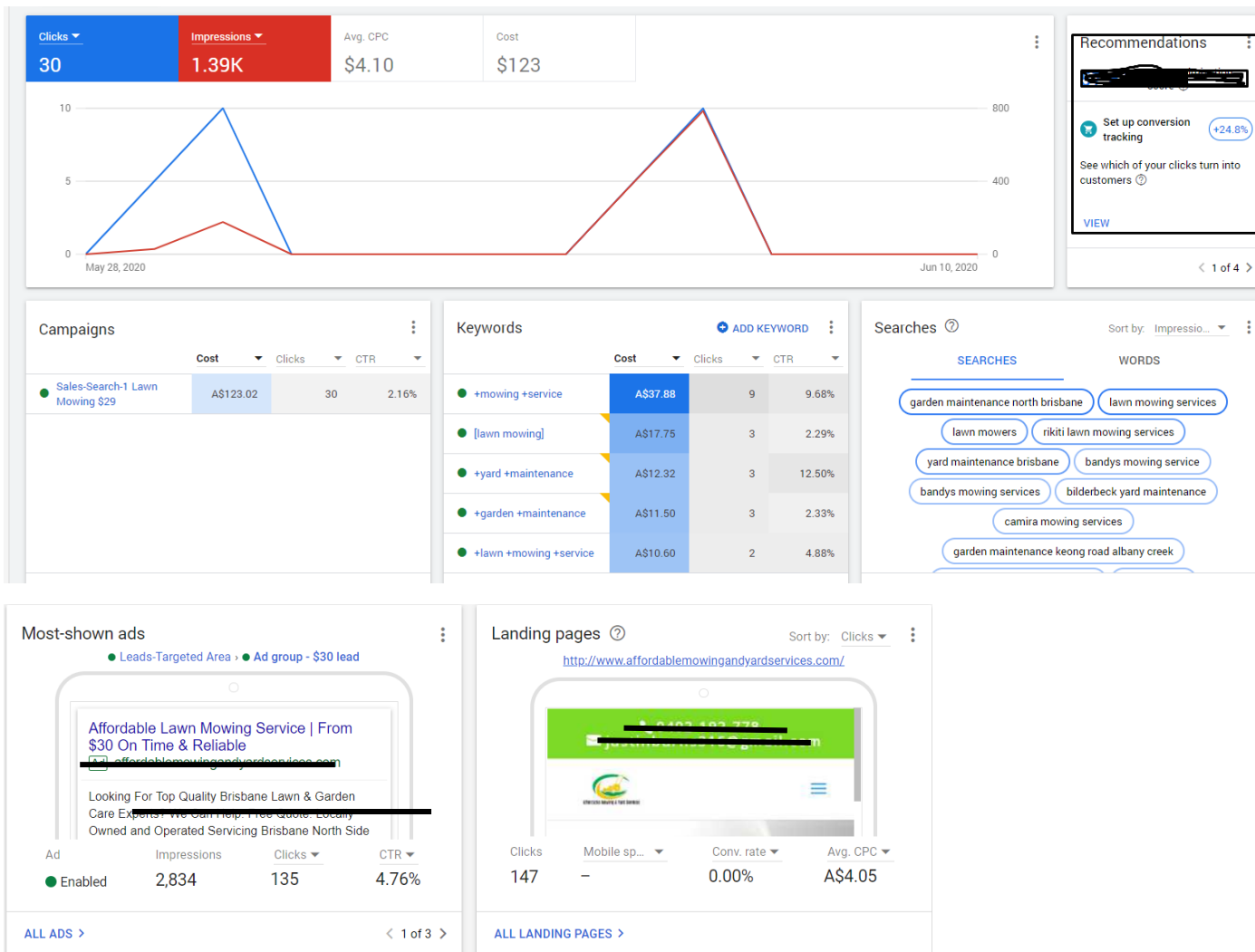
HEDGING

Stunning hedges can also add a nice touch to any garden.

Rikiti Mowing & Property Services : Profile

- New Business Started 3rd May 2020
- 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 daily providing amply quoting and sales opportunities to client's business growth revenue
- Joe followed our marketing system to create Gumtree and Facebook marketplace ads plus did some local flyer drop – he is also working on several other marketing tactics we have designed for his business
- May 2020: Joe got his 1st job in the same month he started his business
- Joe grows his business using referral marketing and getting his 2nd client from his 1st job's reference
- Sept 2020: On track to transition from his full-time job into running his own business
- Sept 2020: Joe expands his marketing campaign after taking on a full-time apprentice
- Oct 2020: Target Benchmark reached and surpassed! Joe aimed for 30 clients in 6 months – he is now sitting on 32 clients giving him regular fortnightly work!
- Joe's future goals is to employ 7 team members and target local council work – I've no doubt he's achieve his goals!
- Joe continues working closely with his Business Coach at Business Growth Club to set new revenue and business growth target for his business

3. Google Ads Campaign – Overview 28/05/20 –10/06/20



Ads Campaign

- As at 10/06/20 – 1300+ impressions
- 30+ clicks to ads
- High click rate despite high competition and high CPC of \$4.10 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

4. Joe started getting leads and enquiries

The screenshot shows a Gmail interface. On the left is a sidebar with navigation options: Compose, Inbox (2,789), Starred, Snoozed, Important, Sent, Drafts, Categories (Personal, More), Meet (Start a meeting, Join a meeting), and Chat (Neil). The main area displays a search bar with 'Rikiti' and a toolbar with icons for back, forward, archive, delete, mute, snooze, mark as read, and print. The email is titled 'New Message From RIKITI LAWN & PROPERTY MAINTENANCE SERVICES' and is from 'Shane Draper' to 'joe.rikiti, support, me'. The body of the email contains a greeting, a notice about a website visitor, and contact details for Rikiti Lawn & Property Maintenance Services, including website and home page URLs, and form details such as name, email, phone, suburb, and a message.

New Message From RIKITI LAWN & PROPERTY MAINTENANCE SERVICES Inbox x

Shane Draper >
to joe.rikiti, support, me

Hello Administrator,

Greetings!

A website visitor is trying to get in touch with you and below are the details as,

WEBSITE: RIKITI LAWN & PROPERTY MAINTENANCE SERVICES, URL: <http://www.rikitulawn.com/>

PAGE: HOME PAGE, URL: <http://www.rikitulawn.com/>

FORM DETAILS

NAME: Shane Draper

EMAIL: [REDACTED]

PHONE: 0431 [REDACTED]

SUBURB: UPPER Coomera

MESSAGE: Corner block weeding aswel

With Warm Regards,
Rikiti Tech Team.

5. Joe also received his marketing material and did some local marketing himself

Lawn Mowing Templates for FACEBOOK MARKETPLACE

How to place an ad in Facebook Marketplace

Ad category:

Household | Garden

Keywords:

Cheap | Affordable | Budget | Low-Prices | Cost-Effective | Best-Priced

Headline:

{Keyword} ie \$20 OFF Voucher. Affordable Lawn Mowing In (Suburb)

Ad:

Looking For Professional Lawn Mowing Company That Will Do The Job Right The 1st Time?

Get a **\$20 OFF Voucher** For Your 2nd Lawn Mowing Service When You Purchase Our Lawn Mowing Service Today!

Guaranteed Quality Services. No Mess Free Garbage Pickup Hassle-Free Quotes. Call Today. No Obligation Quote. Work Within Your Budget. Professional Services.


No Matter What Lawn Size You Have, We Handle All Your Domestic & Commercial Lawn Care Needs!

Prompt & Reliable Service With A Smile.

Contact us (add your website link)

LAWN & PROPERTY MAINTENANCE SERVICES

NO JOB TOO BIG OR TOO SMALL!



CALL [REDACTED]
NOW FOR A FREE QUOTE

[REDACTED].com

Need Your Lawn Mowed Today?

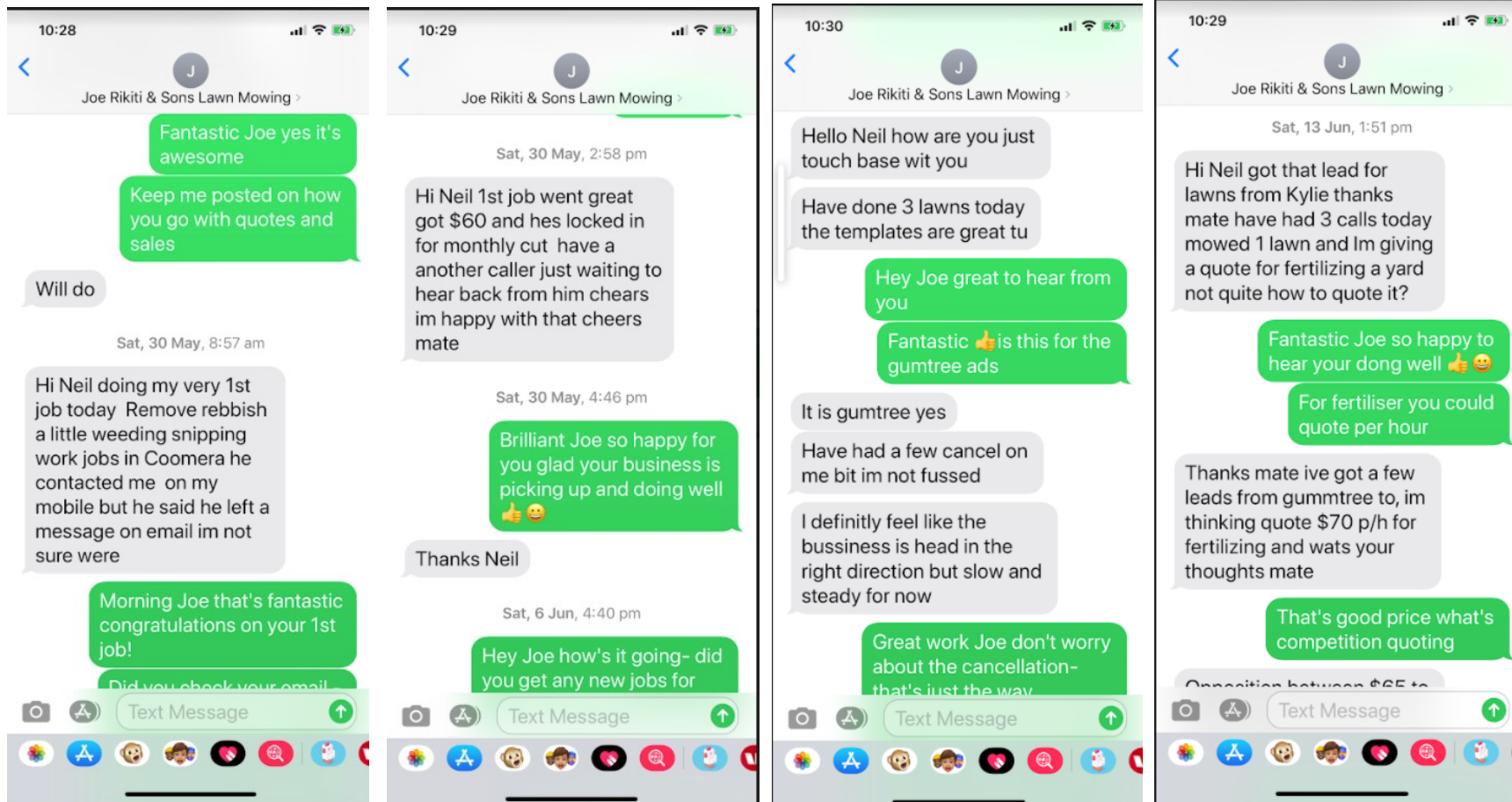
Present this coupon to redeem your discount

\$10 OFF

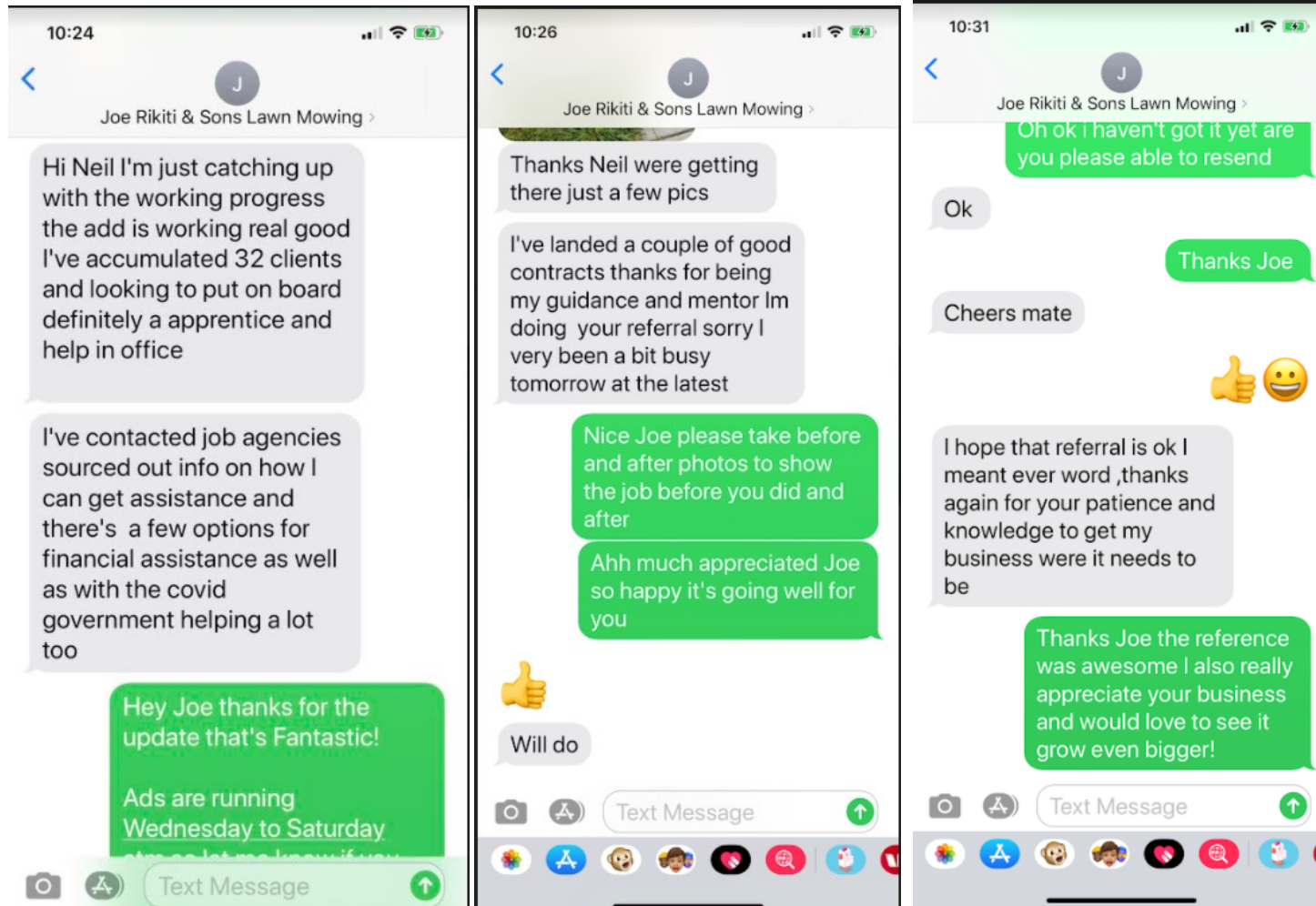
Call : [REDACTED]

www.[REDACTED].com

6. Joe kept in regular communication with Neil and updated us on his progress – **Congrats Joe on your 1st job and client!!!**



7. **Business is looking good for Joe!** Joe has now gone on to employ a team and expand his business into more location plus bid for local council work



THANK YOU Joe for being such a great client and your reference means the world to me!

Joe Rikiti

Wed, Oct 7, 2:18 PM (20 hours ago)



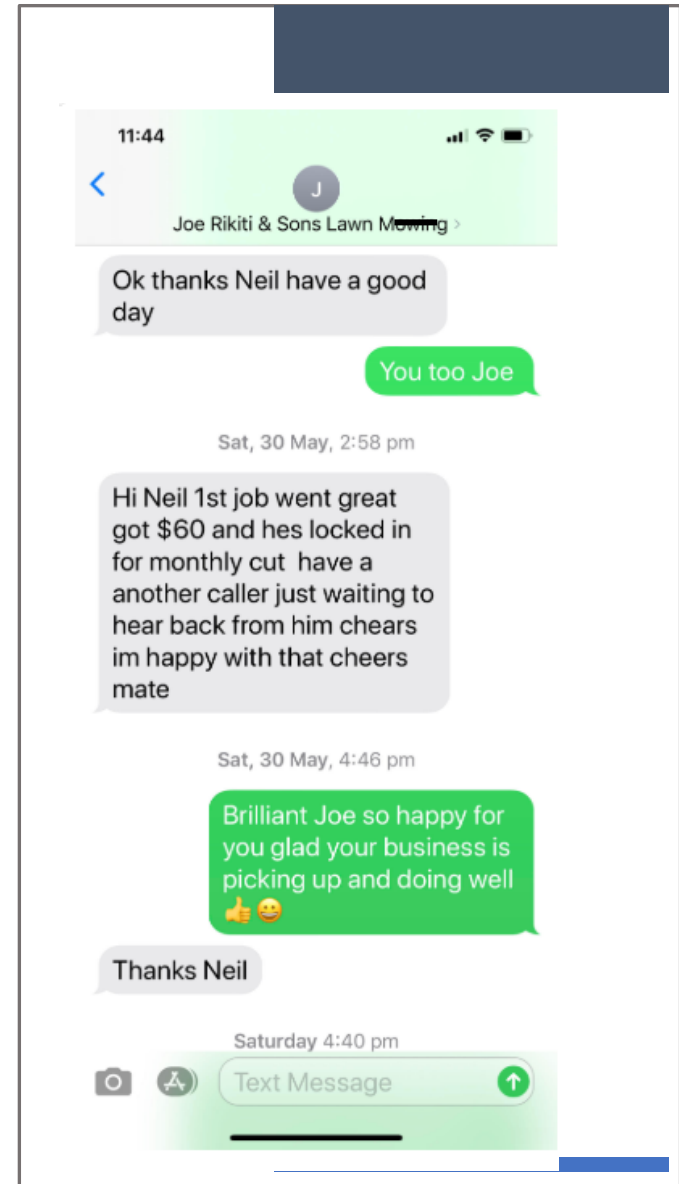
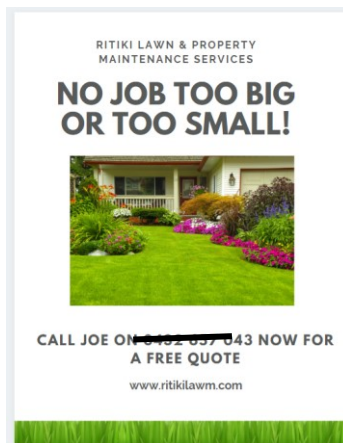
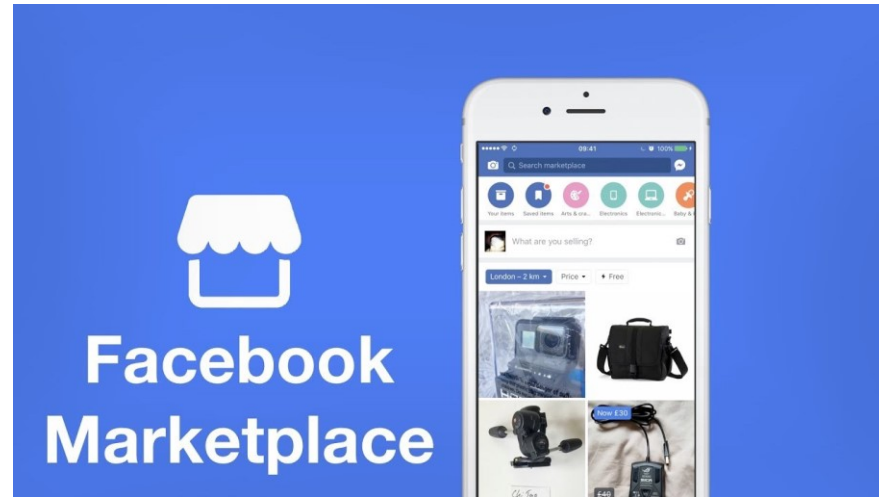
to me ▾

It has always been a interest of mine to become my own boss. Ever since working with Neil my dreams are starting to become a reality. He has up skilled my knowledge to help grow my business. He has also built a secure and healthy work environment being here every step of the way guiding me through with positive and constructive feedback.



Sent from  Mail for Windows 10

PERFECT SCENERIO: Client Is Getting Leads & Inquiries As Promised





Want To Start Your Own Business? Contact Neil on support@businessgrowthclub.com.au or call 0400 720 129 for a free consultation and business plan



Business Growth Club:

<https://www.businessgrowthclub.com.au/>

Start My Lawn Mowing Business:

<https://www.startmylawnmowingbusiness.com/>

Start My House Cleaning Business:

<https://www.startmyhousecleaningbusiness.com/>

Start My Online Dropship Business:

<https://www.startmyonlinedropshipbusiness.com/>