

TBM | CASE STUDY



ASB TRUCK & TRAILER REPAIR GOOGLE ADS CALL ONLY CAMPAIGN

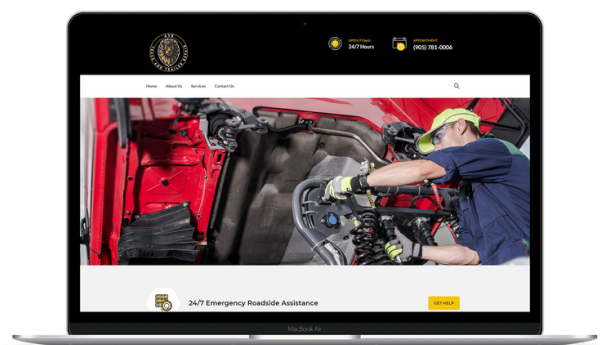
- DELIVERS URGENT CALLS FOR ROADSIDE ASSISTANCE AT \$14.49 COST PER CALL

OVERVIEW

About ASB Truck & Trailer Repair

ASB Truck and Trailer Repair is a certified Truck and Trailer repair shop specializing in mobile mechanical repair for big commercial trucks across the GTA.

- 24/7 Emergency Roadside Assistance.
- Coolant & Oil Leak Repair.
- Air or Valve Problems.
- U-Joint, Drive Shaft & Differential Repair.
- Truck & Trailer Periodic Inspections.



CHALLENGE

Need To Increase Sales Immediately

ASB Truck & Trailer Repair have used other marketing providers in the past with no results, trust is hard to earn.

Very limited marketing background, ASB Truck & Trailer Repair needs to catch up and update quickly.

Only concerned with getting new leads through phone calls.

Budget doesn't support a full marketing overhaul. Solving the bottom line is top priority.

SOLUTION

Google Ads Campaign

- Urgency to receive a return on investment has made it clear that paid ads on Google was the best choice for ASB.
- Google Ads provide bottom of funnel traffic (users ready to purchase right now).
- For ASB Truck & Trailer Repair we decided to go with mobile only call ads. Their target market would most likely call from the side of the road looking for urgent support. Therefore, since their current website isn't converting well enough we decided to drive traffic straight to the phone in mobile only call ads.
- Easily target the right audience and control the monthly ad budget to increase or decrease as needed.
- Targeted 100km radius around the business location.

RESULTS

Received 69 Phone Call Leads In The 1st Month!



69

Phone call leads in 1st month!



\$14.49

Cost Per Lead



\$998.53

Total Ad Spend



6,100+

Seen by target audience

