

**PAY  
PER  
CLICK**

**+102.53%**  
INCREASE  
IN LEADS

**-22.61%**  
DECREASE IN  
COST PER LEAD

**+145.06%**  
INCREASE  
IN CLICKS

**-36.28%**  
DECREASE IN  
COST PER CLICK

## BIG LEAGUE MOVERS



### GOALS

Big League Movers, Memphis-based moving company, was spending an average of \$10K per month and was ready to increase and maximize its advertising budget, but only if they were able to simultaneously increase the quality of leads while decreasing the cost per lead. As we commonly hear, they were frustrated working with an agency that had no real moving company experience or expertise. They also wanted to work with an expert that could help them gain more leads in parts of Memphis more likely to produce “money moves” and to reduce small apartment and low-price type moves.

### ADDITIONAL ISSUES

They were sending all paid traffic to an underperforming home page. Moreover, and unbeknownst to this client, over 13% of their entire budget was wasted on non-performing, non-move-intent related keywords like “aquarium moving”, “moving a couch”, “moving truck rental”, “pick up used moving boxes”, “mobile home moving”, and “cheap movers”. These were all phrases that they were paying for but produced no actual customers. Ads were underperforming in CTR (Click Thru Rate) and there were other issues such as a low Quality Score.

## ADDITIONAL ISSUES

Within the first 60 days of working with Movers Search Marketing, leads per month doubled while their cost per lead decreased 22%. These incredible results were accomplished through a series of steps involving reducing waste with negatives (eliminate non-performing search phrases), shifting budgets towards the top performers, writing completely new sets of relevant text ads, sending traffic to high performing custom landing pages, and bid strategies to lower the overall cost per click.

”

“Movers Search Marketing has been crucial to our SEO and PPC needs. Their efforts behind the scenes has allowed us to stay in the top numbers in our market. They are courteous and a joy to work with.”

- Steve Reed