

ADVANCED DJ SERVICES

Overview

COMPANY

Tarcy Schindelka started Advanced DJ Services in Edmonton, Canada, almost nine years ago with the goal of making sure people at charity events, corporate events, weddings and parties have a great time.

CHALLENGES

When Schindelka wanted to grow his business, he knew he needed to find a way to convert more leads and update his website with a new design that enticed customers while providing a great online experience. He also needed to make the lead generation and follow up process more streamlined and less time consuming.

SOLUTIONS

Schindelka saw that Advanced DJ Services' website was bringing in a lot of traffic, but not many leads, so he started using ReachLocal's website and lead conversion software ReachSite™ and ReachEdge™. Through ReachLocal's website and lead generation solutions, he was able to connect with customers in real time, update his website to convert more leads, track where leads were coming and provide a more user-friendly experience and professional-looking design for web visitors.

RESULTS

- Updated website converts more leads into customers
- Leads doubled within a couple of weeks
- Lead generation software helps Schindelka connect with customers in real time and sends reminders to follow up



"I chose ReachLocal simply because the number of products, the partnership with Google and my rep have been fantastic from start to finish," said Schindelka. "The quickness with which the leads come in and how quickly I'm notified gives me a leg up on my competition because I can get ahold of those potential clients very, very quickly."

**Tarcy Schindelka, President,
Owner, DJ, Advanced DJ Services**

Advanced DJ Services Doubled Leads with ReachLocal

Started almost nine years ago in Edmonton, Canada, by Tarcy Schindelka, Advanced DJ Services helps make special events and parties spectacular with music that creates a great experience.

CHALLENGES

Tarcy Schindelka, president, owner and DJ for Advanced DJ Services, noticed that his website was bringing in a high volume of traffic but not many leads. He wanted a solution that could bring in more leads and help him manage those leads in a timely manner. He spoke with a social media expert who referred him to ReachLocal for help with his website and lead generation.

SOLUTIONS

The ReachLocal team set up Advanced DJ Services with ReachSite and ReachEdge, our website and lead generation solution. Through ReachSite and ReachEdge, Schindelka was able to easily choose a template for his site redesign and begin tracking leads in real time through ReachEdge's lead management and reporting features.

RESULTS

After the updated Advanced DJ Services' updated website went live, Schindelka said that leads doubled almost immediately. He was able to listen to recorded calls and follow up with leads quickly and efficiently thanks to ReachEdge. Before working with ReachLocal, Schindelka said he didn't have a process in place for following up with leads, but with ReachLocal's help, it's now much easier to get in contact with potential customers.

"The software has been incredible," said Schindelka. "Immediately I get a text on my phone that lets me know that somebody's got a hold of me through the site, and then right away I get the email, which I can then respond to very quickly." Schindelka said this process for following up with leads has given him an advantage over the competition because he's able to reach potential customers so quickly. And, it has given him more time to focus on the events he's planning with his customers. He has also noticed the number of leads grow, even in his slower season, which he attributes to the website and working with ReachLocal.

Schindelka said many companies he talked to when considering redesigning his site wouldn't provide additional updates or assistance on an ongoing basis once his website was complete. With ReachLocal, he gets ongoing support and a site that was built by marketers, which he loves. If something changes with his business, his website will be updated in a timely manner, and he can work with the ReachLocal team to make continual improvements as his business evolves. Schindelka also said the website redesign process was extremely simple, and the reaction he's received from friends, colleagues and even his competition has been overwhelmingly positive.

Moving forward, Schindelka sees ReachLocal as part of his business plan and expects to expand his relationship with us to use additional digital marketing solutions for his current and future business endeavors.

"ReachLocal took care of it all, so it made it really easy on my part," said Schindelka. "From there, once the site was live, almost immediately, new leads and more leads, started coming in and I started seeing that information very quickly."

"ReachLocal will continue to be part of my plans as we grow and expand," said Schindelka. "I do plan on basically doubling what I have in the market I'm in now, plus I want to expand to other markets, at which time ReachLocal will be a big part of that."

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