

# SERVICE EXPERTS

## Overview

### COMPANY

Service Experts is a leading heating and air conditioning sales, installation and repair company in the United States with 110 locations serving more than 2,700 homes and businesses per day.

### CHALLENGES

Service Experts was looking for a low cost-per-lead solution that could reach customers searching for their services online. More importantly, they were seeking expert guidance and experience to execute measurable paid search campaigns.

### SOLUTIONS

ReachLocal implemented ReachSearch™ campaigns in Service Experts' local branch markets. By tracking every click, email, call and more, Service Experts could easily assess performance.

### RESULTS

- 308% increase in online conversions using ReachLocal services
- More responsive to market needs
- Lower cost per lead



"As part of our integrated multimedia marketing strategy, ReachLocal's search engine marketing services have helped us decrease the average cost per lead. Paid search is one of our most economical mediums. Since 2006, we've seen a 308% increase in online conversions using ReachLocal."

**Dave Moody**, Director of Field Marketing

**Service Experts  
Generates Low-Cost,  
High-Conversion Leads  
with ReachLocal® services**

With 110 locations serving more than 2,700 homes and businesses per day, Service Experts has established a reputation as the leading heating and air conditioning sales, installation and repair company in the United States. Part of Service Experts' success depends on how easy it is for potential customers to quickly find and contact a local branch when they experience heating or air conditioning system problems. Having the right marketing strategies in place helps Service Experts capture more local customers in the communities it serves, and it helps the company remain accessible to new and returning customers.

## CHALLENGES

Service Experts was using a traditional mix of integrated marketing activities including direct mail, yellow pages, radio, television and some outdoor advertising. In 2005, the marketing team recognized that customers' increasing use of Internet search presented a way to reach them at a crucial moment—the moment they needed the company's services.

The team also understood that the growing medium of pay-per-click search engine advertising must meet certain metrics to qualify as a success. The cost per lead had to be low, and the results had to be measurable. It was important that the team find the right expertise to execute their paid search efforts. "We rely heavily on expert guidance, and this has proven particularly valuable in the paid search environment where things change quickly," explains Director of Field Marketing, Dave Moody.

## SOLUTIONS

The Service Experts marketing team turned to ReachLocal to implement ReachSearch™ pay-per-click search engine advertising campaigns in their local branch markets. ReachSearch uses proprietary technology to place Service Experts' ads on the leading search engines such as Google, Yahoo!®, and Bing and numerous specialty sites and directories. ReachSearch tracks every click, email, call, and more providing Service Experts with the ability to measure and demonstrate the program's effectiveness through granular, detailed reporting in a customized format. Furthermore, it records each call that a campaign generates so that Service Experts can monitor customer interactions.

## RESULTS

With ReachLocal's ReachSearch solution, Service Experts gains more than tactical search engine marketing execution; Service Experts has a partner that helps them make the most of paid search's opportunities. "ReachLocal has helped us navigate a successful path as paid search matured into the competitive medium it is today," describes Moody. "They have helped us respond dynamically to the market and use our marketing dollars as efficiently as possible."