

All Dry USA



All Dry USA provides restoration services, such as water damage repair and leak detection, for homes and businesses in Palm Beach, Miami, and Broward County, Florida, and in Oceanside, New York.



INDUSTRY

Home Services



IN BUSINESS

Since 2011



CUSTOMER

Since 2015



BUSINESS TYPE

Multi-Location

CHALLENGE

Before partnering with ReachLocal in 2014, All Dry USA tried to manage their digital marketing efforts themselves. They knew that they needed to find an online marketing company they could trust to take over and expand their digital marketing efforts to bring in more customers.

GOALS

- ✔ Grow business in the Miami market
- ✔ Expand their service lines
- ✔ Establish a strong organic and paid presence on top search engines
- ✔ Track their marketing to see what works best for their business

SOLUTIONS

All Dry USA started running ReachSearch™, ReachLocal's search engine advertising solution, to get in front of locals searching for their products and services. After seeing quick success with that campaign, they added ReachLocal's SEO solution, ReachSEO™, to improve their presence on top search engines, ReachListings™, ReachLocal's listing management solution, to make sure searchers find accurate information about them online, TotalLiveChat™, ReachLocal's live chat software, and ReachSite + ReachEdge™, ReachLocal's website and lead management solutions, to improve their website and better manage their growing number of leads.

"We have been able to double in size every six months since using ReachLocal, which I think is amazing."

Johnny Mackey

Director of Business Development
All Dry USA



ReachSearch™



ReachSEO™



ReachListings™



ReachSite™



ReachEdge™

2X

Business Doubled in Size Every Six Months



Opened a New Location in NY and Moved into a Larger Facility in FL

5 → 35

Grew from Five to 35 employees

RESULTS

All Dry USA has been able to reach a number of business goals since partnering with ReachLocal, including seeing their business double in size every six months.

Before working with ReachLocal, Johnny Mackey, director of business development for All Dry USA, was trying to tackle digital marketing while attempting to grow the business. He quickly realized the amount of time, energy, and expertise

“With ReachLocal, they were able to build it, stay on top of it, call me on a monthly basis, to see what the next move I wanted to make was, and then perform,” said Mackey.

that goes into running a digital marketing campaign and all the different aspects he would have to manage in order to successfully grow the business through online marketing.

Working with ReachLocal allows the team at All Dry USA to focus their efforts on nurturing the leads that come in through their digital marketing campaigns, efficiently completing more jobs, and becoming even more involved in their community.

ReachLocal’s digital marketing solutions provide them with the tools needed to improve their online visibility, better manage their leads, and know what’s working for their business.

Since starting their ReachSEO campaign, All Dry USA was surprised to learn that SEO was driving as many leads as their ReachSearch PPC campaign, which had previously been their top marketing tactic. The additional leads that come in through their SEO campaign have allowed them to expand their business in Florida to a larger location and hire new employees while also allowing them to open a new location in New York.

The ability to track their leads has given them the ability to hone in on what’s working best for their business and focus their budget in the areas that will make the biggest impact.

“We’re getting more calls, we’re getting more results, and those calls and results are turning into actual jobs,” said Mackey.

“ReachEdge has been a godsend for us because it breaks down where we’re getting our leads and how we should be allocating our budget toward getting leads. It’s almost like a cheat sheet for internet marketing,” said Mackey.

All Dry USA credits ReachLocal with helping them grow and expand their business. They see ReachLocal as a valuable business partner that allows them to do their best work and look forward to continuing their partnership with ReachLocal in the future.