

CASE STUDY

Kirkland's Pest Control

Digital Display, SEM



Kirkland's Pest Control provides termite, pest and moisture control for both residential and commercial properties within Alabama, Georgia and Tennessee. Upon partnering with Alabama Media Group, Kirkland's Pest Control saw a need to increase their online presence and quotes for service.

Over the course of one year, Alabama Media Group increased their impressions by 202%. This was accomplished by moving some of their display to CPC display. Kirkland's also saw a 159% increase in website visits year over year. During the year they received over 2,008 phone calls. Of those, 371 ended with a request for quote.

Key Campaign Objectives

- Increase number of phone calls
- Increase quotes for service
- Brand recognition

Digital Display

The digital awareness campaign starts with sending the Kirkland's Pest Control message to a strategically designed target audience of home owners and business decision makers. These users are targeted with display ads on AL.com.

To define our homeowner and business decision maker audience, we take into account:

- Exclusive, first-party data (information collected by AL.com and affiliates that looks at what a user is reading, commenting on, and where they are located)
- We combine this with third-party data (information from outside data sources such as purchase behavior, household income, employment, etc.)



CPC (cost per click) display ads were served through a partnership with Google. Google serves these ads based off searches in their search engine. These ads are strategically placed by Google for optimum performance to users searching for what Kirkland's Pest Control has to offer.

Geotargeting was also used to serve ads while people were in the areas that Kirkland's Pest Control services.

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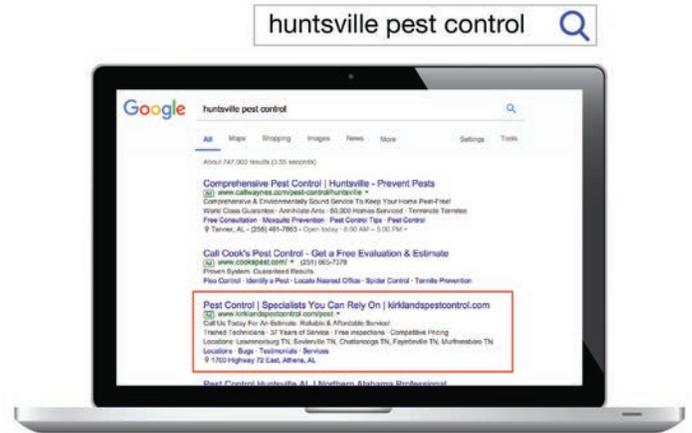
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Search Engine Marketing

Alabama Media Group launched a search engine marketing campaign across the top search engines: Google, Bing, and Yahoo!, within radius of Huntsville AL, Scottsboro AL, & Fayetteville TN. When users make relative searches for pest control or other services Kirkland's offers in these areas, they are served a Kirkland's Pest Control SEM ad.

Alabama Media Group closely tracked performance indicators and optimized the campaign accordingly through ad copy and bidding adjustments.



Results

Alabama Media Group helped Kirkland's Pest Control increase brand recognition and grow its business through ongoing campaign management and optimization. The holistic marketing solutions resulted in:

Website Visits up 159% from last year (4,509 vs 11,665)

Calls up 153% from last year (795 vs 2,008)

Resulted in 371 quotes for business

Increased their impressions by 202% (1,284,325 vs 3,872,775)

Client Testimonial

“Alabama Media Group has been a constant pleasure to work with. Not only did they increase our bottom line, but did so with the upmost diligence and passion. Their ability to dig deep into our audience and help us understand them is rival to no other marketing partner we have worked with.”

Lorie Hale | Corporate Office Manager, Kirkland's Pest Control