



LOCAL MEDIA HOUSE

A Plumber  
in Atlanta (GA)  
Increases Local Sales



A niche service to a niche target  
- using Facebook advertising to find  
the right people in the right place.

# Who

A company offering plumbing services in Atlanta, GA, United States. They had tried Facebook advertising before with no significant results. They were looking to increase their company awareness and [find new leads and sales](#) through Facebook.

# Challenge

The first challenge was to identify the [right service to promote](#). After a few tests, we could see that the most common service, replacing the water heater, was not a good service to promote through Facebook, as it's an "emergency" service, only done when the water heater breaks. The promoted service was changed into something that needs to be done regularly instead of on "emergency" basis: septic tank pumping.

The second challenge was to [identify and reach the right target](#). Although septic tank pumping is a very niche service and not all households would need such service. There are certain zip code areas in Atlanta that use septic pumps, so thanks for Facebook's specific location options, the targeting of the ads could be matched to the right areas.

# Strategy

Our [professional campaign management team](#) used the [campaign planner](#) to define the right target for the promoted service: 30+ year-old homeowners living in the specific ZIP code areas in Atlanta, where the septic system is in use.

The creative team created an [eye-catching ad creative with a special promotion](#) for Septic Tank Pumping as incentive, reminding the target about the fact that this is a required action every 3-5 years.

The campaign ran with our special [Reach & Leads technique](#) to optimize the campaign performance towards generating leads directly within Facebook via advanced retargeting and Custom / Lookalike audiences targeting.

Thanks to our technology integration, all the [leads were automatically sent to the company](#), allowing the sales managers to follow up with the potential clients right away and book an appointment for the pumping - and conclude the sale.



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Septic tanks should be cleaned at a minimum of every three to five years, depending on usage, according to the Department of Health and Safety. Don't wait until it's too late.



**Septic tank pumping for \$150**  
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# Results

Thanks to the extremely specific targeting and reaching only the right people in the right areas, **no advertising budget was wasted and the results were extremely positive.**

The company generated several new leads and made big sales with a very limited \$200 budget.

## \$2,000

Approximate new Sales Value

## 900%

Campaign ROI