



ALREADY RUNNING ADWORDS?

HOW SWITCHING TO LEADS4TRADES
LETS YOU SAVE MORE (AND SPEND LESS)

Some of our biggest fans are customers that were running digital ad campaigns (either themselves or with an agency), spending way too much for lackluster results.

ON AVERAGE, **LEADS4TRADES**
CLIENTS EXPERIENCE:



40-50%
Increase in **leads**



40-50%
Decrease in **spend**

HERE'S HOW WE ACHIEVE THESE RESULTS:



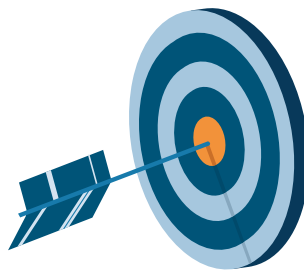
WE UNDERSTAND TRADES



WE KNOW HOW YOUR CUSTOMERS SEARCH



WE CREATE CONVERSION-OPTIMIZED
LANDING PAGES THAT WORK



WE DEVELOP FOCUSED PLANS
AND ADS TO ATTRACT IDEAL CUSTOMERS



WE INVEST MORE TIME TO
OPTIMIZE YOUR CAMPAIGNS

FROM DIGITAL AGENCY TO LEADS4TRADES:

BLUE DIAMOND POOLS INCREASED LEADS BY 61% WHILE LOWERING SPEND BY \$15,000

Blue Diamond had been working with a Google Partner 'expert' digital marketing agency for years. Within one month of working with Leads4Trades, we were able to **cut their ad spend by almost 40%** while **increasing the amount of leads they received**. As a result, we cut their cost per lead from **\$132 down to \$52** and helped them close a higher percentage of jobs by sending them more qualified leads.

RESULTS ACHIEVED THROUGH:

- COMPLETE CAMPAIGN RESTRUCTURE
- NEW KEYWORDS
- DIFFERENT MATCH TYPES
- NEW MORE RELEVANT CAMPAIGN FOCUSES
- NEW AD COPY
- STRATEGIC LANDING PAGES TO ATTRACT QUALIFIED LEADS

	2018 (OLD PROVIDER)	2019 (L4T)	% CHANGE
SPEND:	\$40,100	\$25,500	✓ 36%
LEADS:	303	488	↑ 61%
COST PER LEAD:	\$132	\$52	✓ 61%

FROM SELF-MANAGED ADS TO LEADS4TRADES:

REYNOLDS BROTHERS DECREASED THEIR COST PER LEAD BY 72% WHILE INCREASING LEADS BY 47%

They Reynolds Brothers had been running digital marketing in-house with the help of a Google Representative prior to working with Leads4Trades.

Within one month of switching, we were able to **cut their spend by almost 60%** and generate approximately **50% more leads**.

RESULTS ACHIEVED THROUGH:

- COMPLETE CAMPAIGN RESTRUCTURE
- NEW ADS
- CHANGE IN BID STRATEGY
- CAMPAIGN BUDGET RE-ALLOCATION
- LANDING PAGE OPTIMIZATION

	2018 (OLD PROVIDER)	2019 (L4T)	% CHANGE
SPEND:	\$4,893	\$2,086	✓ 57%
LEADS:	19	28	↑ 47%
COST PER LEAD:	\$257	\$74	✓ 72%