

MARKETING CASE STUDY

Home Services Brand Growth

 HAGADONE MEDIA GROUP



OVERVIEW

A leading home services company wanted to expand its market share and improve the effectiveness of its marketing efforts. Operating in a highly competitive space, the client was experiencing low engagement and difficulty keeping their books full.

THE CHALLENGE

Low Brand Awareness:
The client focused primarily on bottom-of-funnel efforts, such as SEM, targeting consumers who were ready to make a purchase. However, without investing in brand awareness, they struggled to compete with better-known brands.

Limited Consumer Reach:
Without campaigns aimed at earlier stages of the customer journey, the brand failed to capture and nurture potential leads.

Inconsistent Bookings:
The narrow focus on late-stage consumers resulted in inconsistent lead flow and periods of low bookings.

AUDIENCE INSIGHTS & CUSTOMER JOURNEY

Emergent Customers:

These are homeowners dealing with urgent issues who need immediate assistance.

Proactive Planners:

These customers are planning ahead for home improvements or remodels. Their decision-making process is longer and requires more information and trust-building.

Understanding the needs of both groups was essential for creating a well-rounded strategy.

STRATEGIC SOLUTION

Our team developed a dual-track marketing strategy:

Segmented Messaging:

Created tailored messaging for each audience—those with immediate needs and those planning ahead.

Full-Funnel Approach:

Brand Awareness

Used video, social media, and display ads to build familiarity and trust.

Education and Engagement

Shared helpful content to guide homeowners through their decision-making process.

Conversion Tactics

Improved SEM campaigns to reach better-informed leads ready to convert.



RESULTS & IMPACT



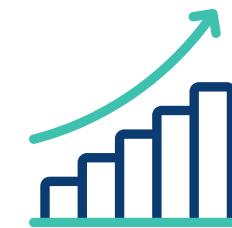
**Increased number of
qualified leads**



**Higher brand engagement
and recognition**



**Improved SEM conversion
rates**



**More consistent and reliable
bookings**

CONCLUSION

By moving beyond a conversion-only strategy and investing in brand awareness and segmented messaging, the client was able to better engage with their full customer base. This holistic approach led to improved results and sustainable business growth.

CLIENT FEEDBACK

“Working with this team has been a game-changer. Their hyper-local understanding of our market gave us an edge we hadn’t seen before. They provide everything we need in one place—strategy, execution, and insights—and the results speak for themselves. We’re seeing better service and stronger performance across the board.”



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