

# SPEND LESS, GET MORE

## THE CASE FOR SWITCHING TO LEADS4TRADES



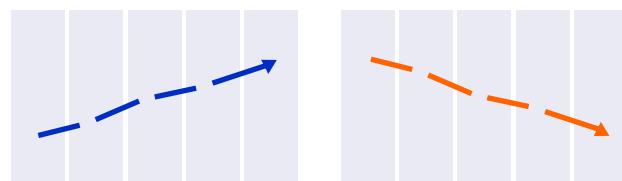
Some of our biggest fans are customers who were running digital marketing campaigns themselves or working with another digital marketing agency.

**In either case, they were spending too much on lackluster results.**

**So how are we able to generate better results than anybody else? We...**

- Have a deeper understanding of trades industries and the psychology of their customers
- Execute focused planning & rifled targeting
- Use higher converting landing pages
- Invest more time in optimization & management every month

On average, businesses that switch to Leads4Trades see a rapid increase in qualified leads, and a decrease in overall spend:



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

### BEFORE LEADS4TRADES

Spend:	Leads Generated:	Cost Per Lead:
<b>\$40,100</b>	<b>303</b>	<b>\$132</b>

### AFTER LEADS4TRADES

Spend:	Leads Generated:	Cost Per Lead:
<b>\$25,500</b>	<b>488</b>	<b>\$52</b>

Blue Diamond had been working with an 'expert' Google Partner for years prior to partnering with Leads4trades. Within one month of working with us, 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 in the first place.

**How?** We had to completely restructure how they were doing things previously. This involved developing new keywords and using different match types, creating more relevant campaigns, revamping their ads and developing beautiful high-converting landing pages. The results speak for themselves.