



WE MAKE YOUR PHONES RING

Scalable, transparent digital marketing is revamping the home services industry

The global home services market is expected to grow 18.91% per year through 2026, according to Verified Market Research. Additionally, Google saw 350 times more searches for the keywords “local” and “near me” in 2019 than in 2009. These search terms are commonly used to find home services companies, highlighting the importance of digital marketing within the home services market. With multiple marketing channels like SEO, pay-per-click, local service ads, email advertising and more, the digital marketing world can be tough to navigate for home service contractors.

For a large contracting company like Indianapolis-based Peterman Brothers, keeping up with the fast-paced changes in digital marketing can be next to impossible without help. That’s why finding a trusted partner is so important for contractors.

“We were with another big agency and we were struggling,” says Matt Murray, Director of Innovation at Peterman Brothers. Murray oversees marketing and technology for the company. “We were trying to grow our pay-per-click and kept getting told, ‘We’re doing all we can, there’s no more out there. There’s only so much traffic.’ We were seeing a cost per lead of well over \$100 – it wasn’t going great.”

Murray decided that Peterman needed a change. After talking to another Nexstar Member, Eco Plumbers in Columbus, Ohio, about their partner CAMP Digital, Peterman Brothers decided to give them a try.

“They came highly recommended, and there’s nothing better than a referral from someone else using a vendor and having success.”

~ Matt Murray, Director of Innovation at Peterman Brothers

Bringing transparency into home services marketing

Once upon a time, CAMP Digital was the fastest-growing marketing agency in the automotive industry. The firm won several Google awards and was invited to many of the technology conglomerate’s events. At one such meeting, a Google rep whispered to CAMP Digital CEO Katie Donovan to “get out of automotive.”

“He basically told me that the trades could use a company like us with our transparency and technology,” Donovan says. “We met with the gentleman that was head of home services for Google, gave them a presentation on who we are, what we do and were invited to speak at their home services event. We’re the first – and to my knowledge – the only agency that’s ever spoken on stage with Google at their home services event. It was a proud moment for us and they were excited because they said there wasn’t any transparency in this space. There was no one willing to work with customers to try and better the digital marketing presence.”

Since then, CAMP Digital has been exclusively focused on the home services industry, providing methodical marketing solutions and meticulous guidance to contractors. The agency focuses on SEO, Google business profiles, local service ads and more.

“We like to say we’re a software company that does digital marketing as opposed to a digital marketing company that does software. We focus on the digital presence, but we really focus on the things that drive conversions. We’re not into the fancy, I call them vanity metrics. We’re really into how many calls did you get today and how many of those were booked?”

~ Katie Donovan, CAMP Digital CEO

Cost benefit analysis

Since partnering with CAMP Digital, Peterman’s cost per lead has been cut by more than half from a pay-per-click perspective, Murray notes.

“We were essentially able to double the number of leads we’re getting for the same money, if not more,” he says. “And being in growth mode, we don’t want a partner that just sets it and forgets it. We need constant leads, and we want someone who can scale with us.”



CATEGORY: MARKETING

SUBCATEGORY:

- SEO CREATION
- PPC
- ADS
- CALL TRACKING
- WEBSITE

SERVICES/PRODUCTS PROVIDED:

FULL-SERVICE DIGITAL MARKETING TO BUILD YOUR BUSINESS PROFILE, INCREASE CALLS, AND MANAGE CALL CAPACITY.

YEARS AT NEXSTAR: 3



"It has been great for plumbing in particular. We just hit our first million dollars in plumbing in March in Indianapolis. It's the first time we hit a million dollars just in Indy. I would say we drive 30% to 40% of our business via pay-per-click. So it's been huge being able to drive those leads and keep those guys and gals busy. We are good at driving install leads and new customer leads for big-ticket items. But pay-per-click has really done a great job at keeping service extremely consistent, and it's a big piece of what drives new business from customers."

~ Matt Murray, Director of Innovation at Peterman Brothers

Education also plays a big role in the partnership. Donovan says the company's mantra is "partnership through education." One of the first things the agency does is walk new clients through each type of marketing, explaining what it is and what it does, as well as educating them on what a conversion is, what impression share means and more.

"One of the biggest things CAMP Digital did was invite us to a conference at Google this past December," Murray says. "Being able to connect with the product managers at Google who run things like local service ads and pay-per-click was huge. You get to hear how it works directly from them. Also because Google is such a giant place and it is hard to get ahold of them directly, having a partner that is really connected and in touch and able to get you the answers you need when you run into issues is huge. Their owner (Katie Donovan) is a geek at heart – she's not just trying to sell you, she actually knows her stuff. And I think that's their special sauce because they're not just another marketing firm trying to make money. She actually knows the ins and outs of how everything works." Murray notes he often gets emails from Donovan reaching out about different opportunities or strategies. "I feel like we are taken care of, for sure."

"We're a Google Premier partner, we're a BING Select partner and now, we're an Amazon partner," Donovan adds. "We understand the customer journey and we understand digital marketing – those two things make us excellent at what we do."



I'm sure say, 'Go in a couple of times a day and update capacity.' Well, we have six locations with four to five service lines each. That's a full-time job, and we needed a better solution. They were able to work with us and automate the process, and that's been huge. Any time we need a boost here or there, we reach out and ask what they can do to help. The partnership has been great."

Being able to adjust marketing spend based on a contractor's capacity is a game-changer. "We can set up our CPOP, which lets clients communicate what their capacity is," Donovan says. "If you have 10 tradespeople in a truck, you should be doing 30 jobs a day. So we can go in and look at out of those 30 jobs needed for HVAC today, how many have you booked; how many do you need? So we can really tailor our message and spend to what their needs are." So, for example, during the hot summer months when HVAC leads probably aren't needed, CAMP Digital can focus on bringing in plumbing leads.


"It goes back to us really understanding the customer journey and how it applies to the digital marketing space, but also our technology," Donovan says. "No one else has our technology. You can change your ads, message and spend in real-time." The ability to change marketing spend on the fly is huge for multi-trade contracting businesses.


"If your company has plumbing and HVAC – which is super common among Nexstar members – your plumbing might be full, but your HVAC is dead," Donovan explains. "With other marketers, your company would still spend \$1,000 per day on plumbing and \$1,000 per day on HVAC. The difference with us, is we're going to take that \$1,000 away from plumbing because you're full for the next three days. We're going to now apply that \$1,000 to HVAC so we can fill you up. We didn't increase your budget. And, in most cases, we can actually decrease your budget, your spend, but spend it where you need it most."


A big mistake contractors make is pulling back marketing spend when times get tough – like in the coming recession. Google has multiple studies showing that companies who lean into marketing going into an economic downturn come out stronger and faster than those who do not. By working with an informed partner like CAMP Digital, a contractor can manage the marketing spend in an informed and educated – and ultimately the most cost-effective – way. Because of CAMP Digital's close relationship with Google, the agency is often invited to home service events and receives marketing tips and suggestions.

"I can't imagine anyone better to take suggestions from when you talk about marketing and the trades," Donovan says. "One of the things we've learned from Google is traditionally, customers have looked for the cheapest option for a long time. They've always looked for the best, but now, they're looking for the cheapest and the best. Most of our clients are not the cheapest, nor is cheapest generally the best. We've been working with our customers because we can change offers in real-time to provide value and ensure we're going value first to the consumer – that's where bundling offers comes in. Let's say a customer is having a water heater issue, we'll do a quick repair of your water heater and test your water quality, so the consumers in the market get a real sense of value. We're leaning heavily into ensuring contractors are first trustworthy, and second, provide value to their customers."

Why CAMP Digital

 We make your website a conversion machine

 We are in your callboard a minimum of three times per day

 We adjust your marketing strategies and monitoring your spending to deliver effective results

The CAMP Digital difference



 SCAN ME


According to Murray, the thing he loves most about the partnership is he doesn't have to worry about it. "I know our digital side of the business is taken care of," he explains. "At our size, we're constantly looking at how to cut costs, how do we make something more efficient. And honestly, one of the options is starting to bring some marketing stuff in-house. I don't want to go that route because when you have a vendor like CAMP Digital, it makes my job as a Marketing Director much easier. It would take a lot to make me get rid of them. We're constantly having conversations about scaling, what the future looks like and how they can help."


When Peterman first began working with CAMP, he met weekly with their Account Manager and Digital Specialist. Today, it's more of an every-other-week schedule to review accounts and current metrics and tweak as needed, but Murray notes CAMP is always available as needed. "We're in constant communication," he says. "CAMP actually put together a custom solution for us using its CPOP platform, where they are constantly adjusting different things based on


our call volume. They basically check in with our call board once an hour in real time. It all happens behind the scenes. Then, they will adjust capacity, advertising spend and all kinds of stuff in real-time without us having to touch it. Most customers

CAMP Digital is proud to be a:

Google saw a **350X** increase in searches for "local" and "near me"

 Google Partner PREMIER 2023

 2023 Microsoft Advertising Select Partner

 amazon ads Verified partner

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