

SMITH DRAY LINE

MOVING COMPANY CASE STUDY



INNOVATIVE DIGITAL MARKETING THAT DRIVES BUSINESS.



OBJECTIVES & CHALLENGES

Smith Dray Line is one of the oldest and best rated moving companies in the Carolinas, but business stagnated with a dated website and a Pay Per Click (PPC) campaign that was not working for the company. The tactics being used were not driving leads.



SOLUTIONS

Drastic Impact's team of marketing experts upgraded the website's design to increase usability and lead conversion. We greatly improved landing pages and began PPC and Local Service Ads (LSA). In addition, we revised existing marketing campaigns and created additional new ones to increase Smith Dray Line's lead growth.



KEY METRICS

Our efforts quickly paid off. The stunning new website worked hand-in-hand with the revitalized landing pages to make lead conversions boom. This is in part thanks to the successful LSA campaign at Google and our highly optimized PPC campaign that surpassed the previous campaign in leads in just the first month.



"Drastic Impact has lived up to its name. We are a large moving and storage company based in Greenville, SC with 4 additional full service offices located in the Carolina's. Drastic Impact took over SEO and SEM responsibility for us over 3 years ago. They also handle our social media postings and any tweaks needed on our web site. Their constant attention to both detail and market trends has gone a long way towards keeping us front and center in the digital world. Our SEO has increased annually for all our locations and their constant work in SEM has consistently kept our appointments at the highest levels ever. They are great communicators and often approach us with new ideas and trend information before we recognize the need. Highly recommend them!"

SCOT

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