



CASE STUDY – Quality B & H Cleaning




Cleaning Services

- New Business Started 3rd March 2020
- Registered custom domain using SERP keywords
- Developed website with targeted landing pages
- Created Google ads campaign targeting competitive CPC keywords and lead magnet
- Created several targeted landing pages to maximize Google's Quality Score in accordance to relevancy
- Leads generated on a daily basis providing amply quoting and sales opportunities to client's business growth revenue

Hipages Campaign Plus Local Area Marketing

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**Quality House and Bond Cleaning**
Member since March 2020
[5.0 ★ \(7 Ratings\)](#) [11 Recommendations](#) [Hired 16 times on hipages](#) [Verified ABN](#)





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ABOUT

Why choose Quality House & Bond Cleaning?

- Over 10 years experience with Commercial and Domestic Cleaning
- No contracts, cancel anytime
- 100% satisfaction guarantee
- Police checked cleaners only
- Fully insured cleaners only
- Same day cleans available
- All cleaning products and equipment provided
- Free Window clean after your 5th Clean
- Free kitchen clean + FREE GIFT after your 10th clean

Quality House and Bond Cleaning

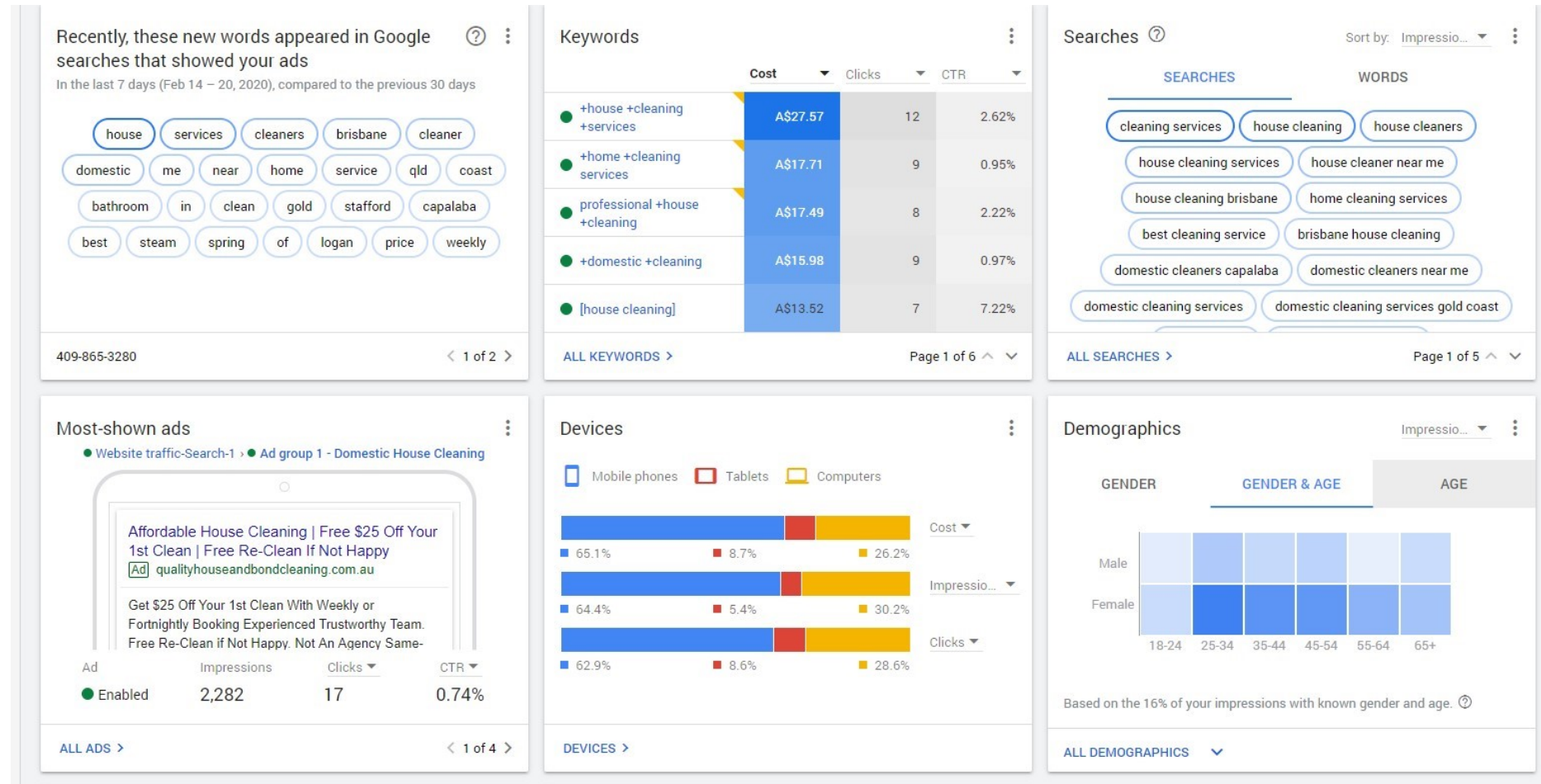
 Greg M...
 Bracken Ridge QLD 4017
 047****
 040****

[Request a quote](#)
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Simple Marketing Campaign

- Created ad on Gumtree
- Street letterbox drops
- 3 referral – from each prospect
- Drip email marketing to prospects
 - Strategic Alliance program
 - VIP Loyalty card program implemented

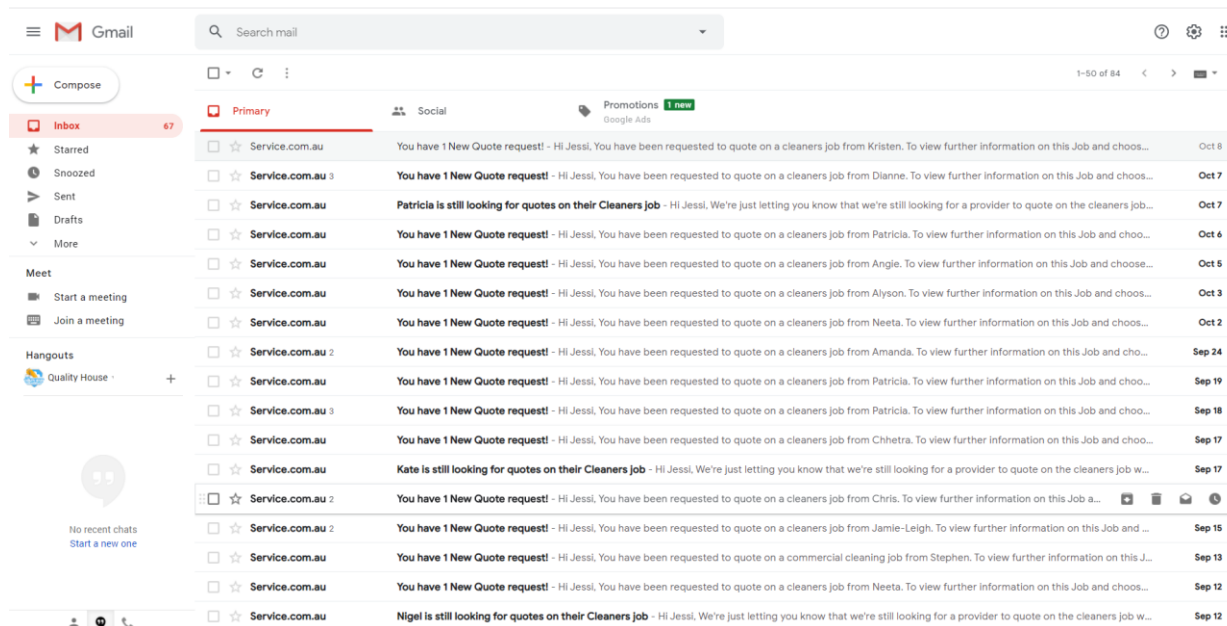
Google Ads Campaign :



Leads Generated : Client Gets Several Enquiries

Name SUE MUCL [REDACTED]	
Email sue.muclan@outlook.com	
Phone +61407813 [REDACTED]	
Postcode 4172	DESIRED SCHEDULE 01/29/2020 9:00 AM
Address Murarrie QLD	FREQUENCY Once Every Other Week
Property Type Townhome	Special Instructions, if any Hi, I am looking for a regular fortnightly clean for a 3 bed 2.5 townhouse on either a Wednesday, Thursday or Friday morning at around 8.30am or 9.00am. My current cleaner is retiring and she does the house in 2 hours. Occasionally I will ask her to do an extra hour form windows and other things that only need doing once and a while Than you and I look forward to hearing from you

**PERFECT SCENERIO: Client Is Getting More Leads & Inquiries Than
He Can Handle!
If fact, he's looking for staff!**



**Want To Start Your Own Business? Contact Neil on support@businessgrowthclub.com.au or
call 0400 720 129 for a free consultation and business plan
Business Growth Club: <https://www.businessgrowthclub.com.au/>**

