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CASE STUDY



POWERED BY



THE STORY

Iverson Painting was founded in 1986 with the goal of providing the Rockford area with high quality painting services at affordable prices. 35 years later, Iverson Painting is still family owned and operated, and continues to deliver exceptional painting services to the community.

THE NEED

Iverson Painting came to Ad Vice Marketing with three objectives.

- 1 Increase Brand Awareness
- 2 Drive Engagement
- 3 Generate Leads

THE SOLUTION

Ad Vice Marketing devised a strategy focused on meeting the objectives of Brand Awareness, Increased Engagement, Brand Confidence, and Lead Generation.

- ✓ Consistent distribution of custom post content to educate and inform target, gain awareness, and foster brand engagement
- ✓ Traffic ads distributed across Facebook and Audience Network to drive website traffic and gain leads
- ✓ Reputation Management to drive reviews and gain brand confidence within target market

the results



446%
increase to monthly
web traffic



125,000
people reached in
target demographic



250%
increase in
brand engagement



133
positive reviews
gained



240 jobs completed



272 jobs completed

*Due to Covid, maintained pace with 2019 average.



**340
jobs projected**

Conservative projection based on contracts signed through end of 2021.

the conclusion

With Ad Vice Marketing's strategy deployed, we were able to more than **double** Iverson Painting's leads, which led to an increase of 50 additional projects over previous years heading into Summer 2021.