

Google AdWords Helps Power Dreamstyle to 34% Annual Growth



About Surefire Local

www.surefirelocal.com

- Headquartered in McLean, VA
- Founded in 2008 and became a Google Premier Partner in 2015
- Multiplies the impact of local business marketing efforts
- Helps local businesses see and strengthen all their online activities from a single platform
- Solves SEO, online ads, local directory listings, reputation management and drip marketing

About Dreamstyle Remodeling

www.dreamstyleremodeling.com

- Located in Albuquerque, NM
- Home contractor specializing in the Southwest U.S. market
- Top-to-bottom commitment to quality products and quality work

GOALS

Dreamstyle knew AdWords came loaded with potential, but was unsure how to tap into it. Surefire's campaign addressed the following goals:

- Accelerate business growth through addition of digital marketing
- Efficiently target local markets in paid and organic search
- Achieve and maintain CPL goals with average 10% Cost of Marketing

Dreamstyle Remodeling has provided remodeling and home contractor services for the Southwestern U.S. since 1989. With more than 60,000 satisfied customers, Dreamstyle's industry reputation demonstrates a high standard for quality products and quality work, resulting in beautiful homes, energy-efficient living, and higher sale values. However, while traditional marketing still delivers, the rise of the digital landscape meant a range of new opportunities; Dreamstyle knew that it had to compete online to thrive. After limited returns on a 2013 AdWords campaign, Dreamstyle elected to work with Surefire Local to jump into the digital marketing space.

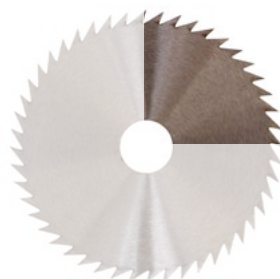
GAME PLAN: A LOCAL STRATEGY

Dreamstyle Remodeling works regionally, serving customers in primarily southwestern states: Arizona, New Mexico, Southern California, and Idaho. Though the company uses aggressive traditional marketing, AdWords provided the means to regionally target potential customers, including demographic segmentation. Surefire navigated the campaign and strategically increased budgets over time to dominate search result exposure, maximizing impression share capture.

RESULTS & METRICS:

25%

Of revenue comes from digital marketing leads



10x

Real-time optimization and analysis generates \$1000 for every \$100 spent



125%

Impression share increased over the life of the campaign



WHY IT WORKED:

Powering Unprecedented Growth

"Digital marketing is a significant part of our growth. We're growing 34% annually now and have added 250 employees to keep pace. We're even opening two new locations. I don't think it's a coincidence that this surge has come since our digital transition."

Larry Chavez, Owner
Dreamstyle Remodeling

A Complementary Approach

"For the markets involved, traditional marketing still has a place. But a younger generation of homeowners research via digital media. We've opened Dreamstyle up to a whole new audience through proper strategic planning and execution of AdWords campaigns."

Bob Sheehan, Senior VP, Client Services
Surefire Local

A Worthy Investment

"We had limited results in their our AdWords attempt back in 2013. It was important for our partner to demonstrate continued traction as we invested in digital marketing. The results have driven enough cost-efficient leads that we have increased their budget each quarter to push campaigns even further. It's money well spent!"

Dawn Dewey, Marketing Director
Dreamstyle Remodeling



Surefire's Google AdWords Campaign Brings 56% Increase in Paid Search Traffic

CONTINUOUS EVOLUTION

Dreamstyle's aggressive and successful traditional marketing demonstrated their expertise in audience and messaging. Surefire was hired to translate that into the digital space. To achieve and maintain cost-per-lead goals, Surefire continuously evolved its approach, analyzing attribution data and top-conversion paths in Google Analytics to augment and shift as needed. The team also took advantage of the latest AdWords features, such as "Call Only" ads to maximize mobile-user demographics and encourage phone call leads.

"The audience has shifted. We needed to connect with those researching on mobile phones the same way previous generations used mailers and radio ads. With AdWords' targeting capabilities, we're able to evolve with the audience. We've been an industry leader, but thanks to Surefire, we'll be able to stay there in the age of smartphones and digital marketing."

—Jay Shah, Dreamstyle Remodeling

CONCLUSION:

Based on their industry and locale, Dreamstyle Remodeling knew how to convert leads via traditional marketing avenues. However, new homeowners and younger demographics rely on digital means for research, outreach, and engagement. Google AdWords represents a significant part of the growth strategy to connect with this shifting audience. For home remodeling, bath/kitchen remodeling, patio doors, replacement windows, and other such targeted keywords, Surefire provided an efficient means of identifying segments and connecting with them. In fact, the results were so strong, Google chose to publish a [special report](#).

The ongoing monitoring of search volume, impression share, and cost-per-lead has helped Surefire refine campaigns over time, allowing exposure to increase while maintaining costs. The result is powering Dreamstyle's growth in the digital arena, kick-starting new business expansion while warranting even greater investment in AdWords campaigns to drive further revenue growth.