

Case Study May 2025

Client Information

- Service: Home Remodelers & Builders
- Location: California's Central Coast
- Monthly Keokee Hours: 24
- Monthly PPC Budget: \$3,000
- Monthly GLSA Budget: \$1,700

Client Relationship: Strategic Partnership

The following case study is based on an account where KCM acts as strategic partner and marketing expert to implement tactics in line with client goals. These tactics along with consistent planning, implementation, tracking, and optimization, allow KCM to hone in on the client's target audience, support goals, and ultimately, procure leads (this is not a leads first strategy).

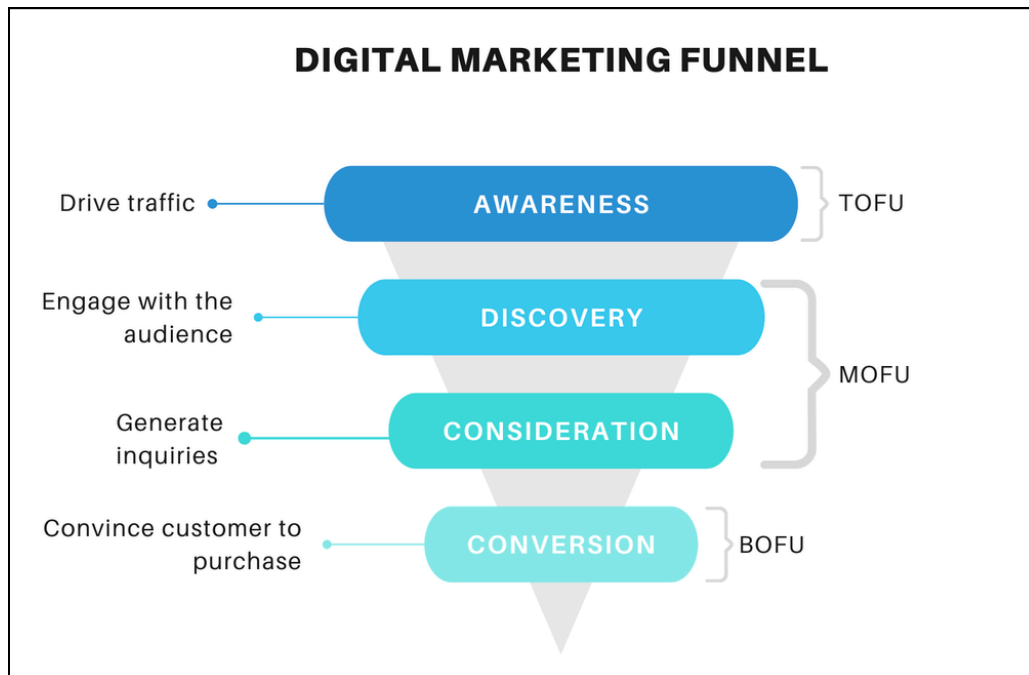
How It Works

1. KCM recommends a customized course of action based on the client's digital marketing presence, website performance, and our historic knowledge of client data along with [industry research](#) and [trends](#).
 2. The digital marketing program strategies, tactics, and marketing implementations are led by KCM. This client's strategy is created to:
 - a. Improve local, paid, & organic keyword rankings.
 - b. Increase relevant organic, paid, & local traffic.
 - c. Aid brand awareness
 3. **This is a Foundational Marketing Strategy for Service Area Businesses**
 - a. Through decades of combined experience, we know that building a solid marketing foundation allows for leads to come in naturally.
 - b. We do not rely on or perform "black hat" or "quick fix" marketing strategies.
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Primary Strategy = Qualified Visibility

- Drive Brand Visibility To A Qualified Audience
 - Show up in front of as many potential customers as possible

Broad Reach + Targeted Strategy = Qualified Audience



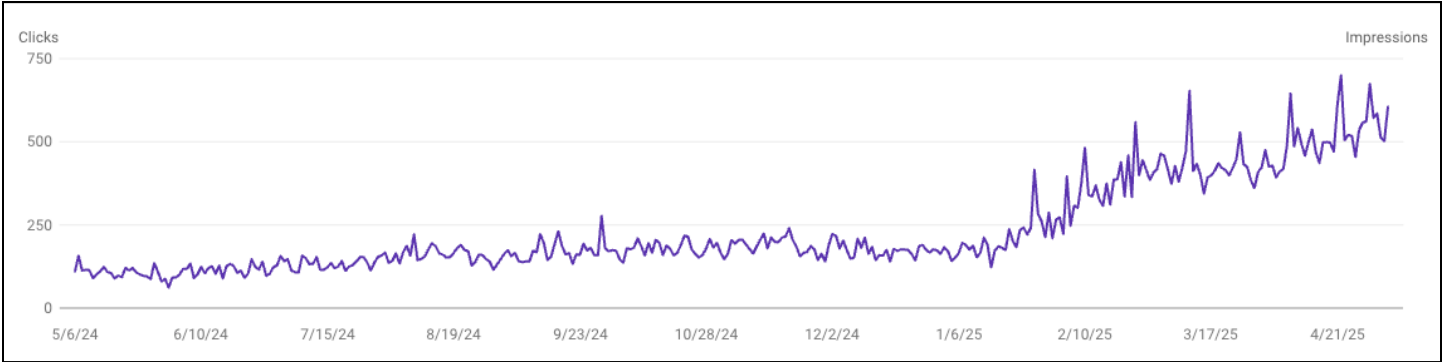
Primary Tactics = Targeted Awareness

- Intent Based Marketing To Reach *Actual* Customer Base
 - Focus the budget on using intent based marketing channels that we *know* the customer uses.

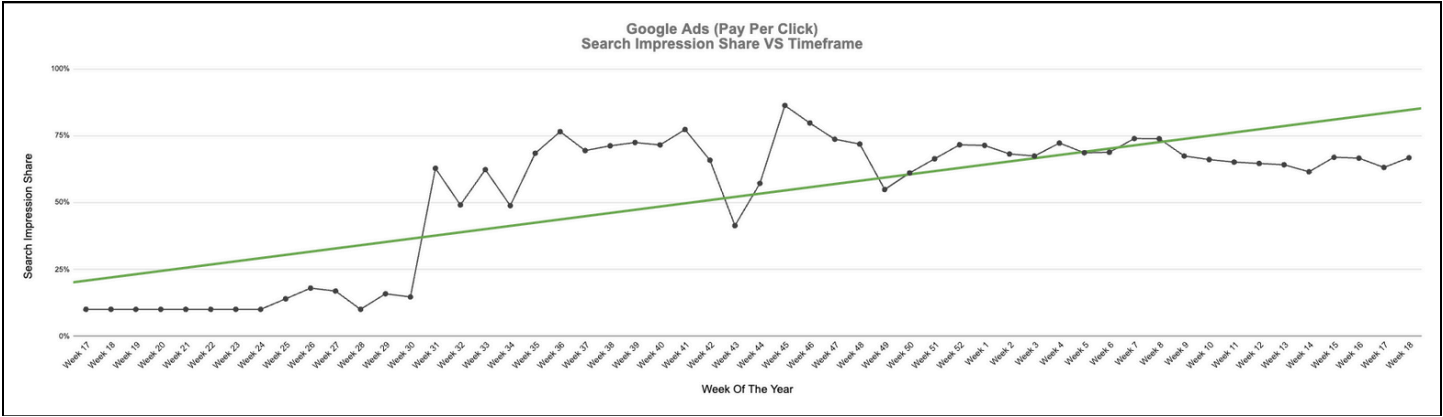
Strategy Partners	Local SEO	Paid Marketing	Web Management
<ul style="list-style-type: none">• Planning• Strat. Execution• Tracking• Analysis• Reporting• Lead Mgmt	<ul style="list-style-type: none">• Geo Pages<ul style="list-style-type: none">◦ Create◦ Track◦ Optimize• GBP Mgmt• On-Page SEO	<ul style="list-style-type: none">• Google PPC• Landing Pages<ul style="list-style-type: none">◦ Create◦ Track◦ Optimize• GLSA	<ul style="list-style-type: none">• GTM Mgmt• GA4 Mgmt• GSC Mgmt• Web Updates• Web Maint.• Web Hosting

Case Study Client Marketing Results

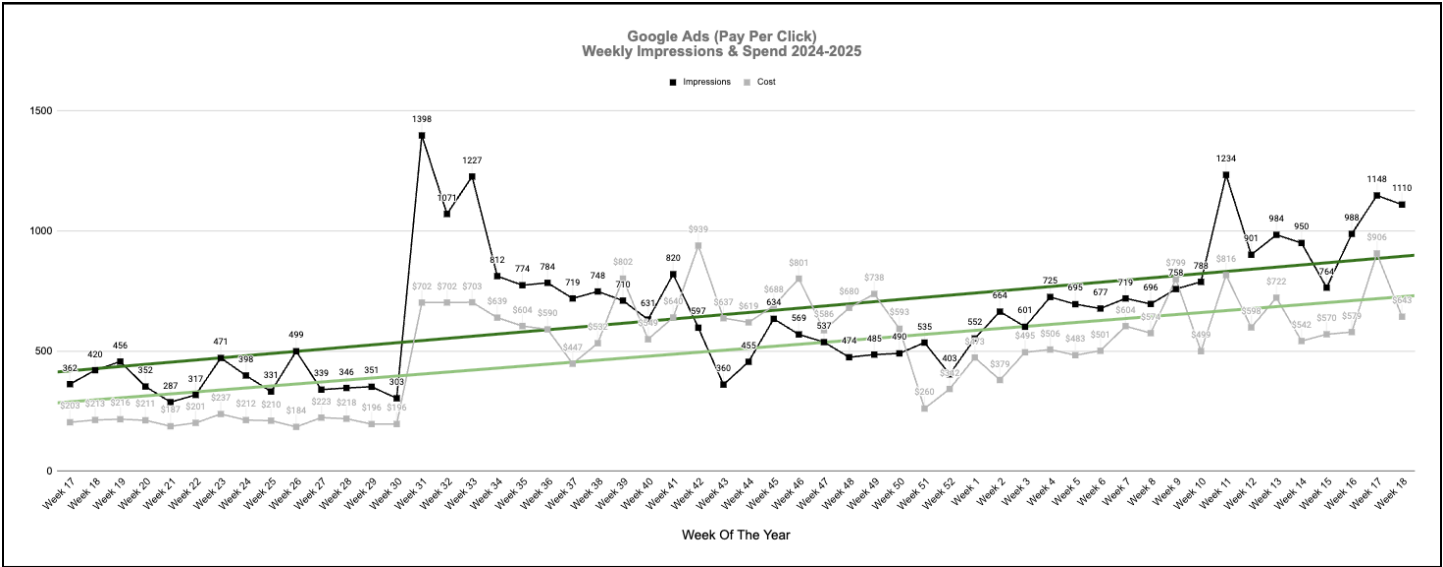
Google Organic Impression Growth



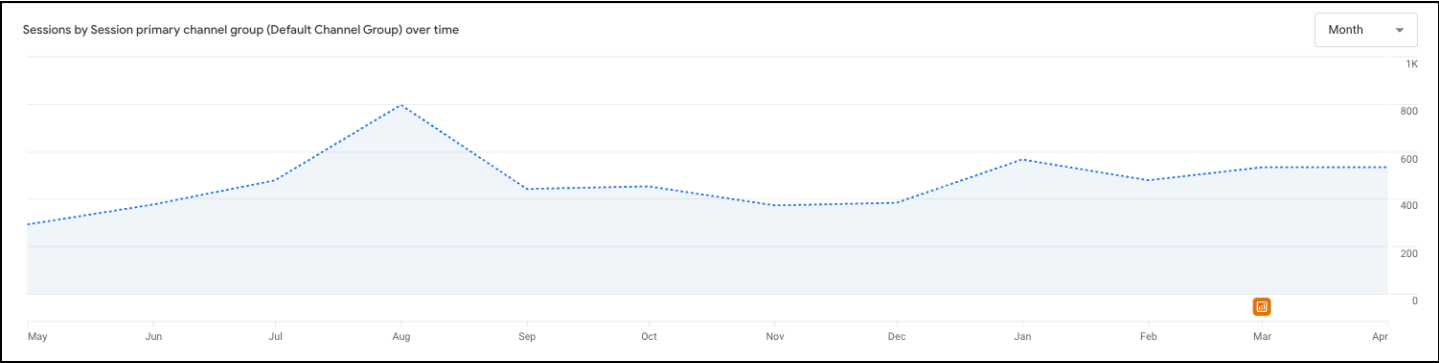
Google Ads Impression Share Growth



Google Ads Cost & Impressions



Overall Website Visibility



Overall Lead Count

