LEE CLAXTON, ISA CERTIFIED ARBORIST

Lee Claxton has been in the Tree Business for over 25 years. His Tree Service Company, Lee Claxton, ISA Certified Arborist is very well established in the Tampa Bay area. Like most Business Owners, Lee was looking for new ways to scale his Tree Service Company. These are the results that we have achieved for Lee and his company after just 90 days.

GOAL

Lee Claxton had been running his own Google Advertising Campaigns by himself for almost 5 years before noticing that the quality and quantity of leads that he was receiving from Google Ads was steadily plateauing. Lee also knew that his website needed a complete over-haul to better handle the influx of high-quality traffic that he was starting to get.

APPROACH

Working Class Marketing did a full and in-depth analysis into the efficiency of Lee’s overall Digital Marketing strategies. It had been a while since Lee had updated his website, so Working Class Marketing worked side by side with Lee to create him a website that worked perfectly for his brand and industry. We also knew that Lee’s Paid Search Advertising needed a complete overhaul as well. Working Class Marketing created brand new advertising campaigns that segmented Lee’s different Tree Services, making sure the budget is pushed towards his more profitable services.

RESULTS

In just 90 days, Working Class Marketing was able to decrease Lee’s Cost-Per-Lead by over 78%, increase his conversion rate by over 900%, and increase the overall efficiency of Lee’s advertising budget by almost 120%.