



# Turner Pest Control dominates the Florida market.

Pest control leader increases search rankings and web leads while decreasing cost per conversion with new online campaigns.



287%

increase in mobile device conversions



73%

decrease in cost per conversion



192%

increase in web leads from 2014 to 2015

## About Turner Pest Control

Turner Pest Control was founded in 1971 with the ambitious goal of becoming a premier pest control provider in the United States. The Jacksonville, Florida-based company has since acquired over 25,000 customers throughout Florida and Southeast Georgia, earning it a spot as one of the top 50 fastest-growing private companies in Jacksonville. It also

has become the 2nd and 48th fastest-growing pest control company in Florida and the U.S., respectively.

In November 2014, Turner decided to increase their focus on online marketing. "I wanted to drive more leads from Google because I knew the potential there," shares Stacy McKinney, Turner's Director of Marketing.



# How DAGMAR Marketing helped



After extensive research on Google Partners, McKinney turned to digital marketing agency DAGMAR in January 2015. DAGMAR quickly analyzed performance issues, ad group segmentation, and keyword selection problems using data from Turner's past AdWords campaigns. They then recommended a complete overhaul of Turner's pay-per-click (PPC) program. DAGMAR rebuilt the campaigns, segmenting them by time of day and by service to maximize Turner's budget. They also set up call tracking to segment call conversions originating from mobile versus those originating from desktop landing pages.

“Once I met the team at DAGMAR, I knew 100% that I wanted to engage them, that our campaign was going to be successful, and that this was going to be a fantastic partnership.”

*Stacy McKinney, Director of Marketing, Turner Pest Control*

## Results

By March 2015, DAGMAR had all of Turner's online campaigns up and running, and a year later, their cost per conversion (CPC) had decreased 73% after incorporating mobile bid adjustments. In addition, mobile device conversions increased 287% from the previous year, and web leads increased 192%. Turner's organic search rankings for main service keywords are now in first and second positions, up from the second page. DAGMAR Marketing Managing Partner Joe Hunt explains, “We achieved these results by carefully planning content that revolves around topical depth and the construction of geolocation pages.”

Turner's rankings in the fast-growing pest control category have risen in both their home state and the

country. “Our growth is the result of achievements across all aspects of our company, including our successful AdWords campaigns as part of our overall marketing strategy,” says McKinney. That success is also underpinned by the two companies' excellent working relationship. “Stacy is great to work with. She leaves no stone unturned,” says Hunt. “We share the same goals in improving the campaigns, lead generation, and cost management.”

“We're definitely continuing our relationship with DAGMAR, and there will be a lot of campaigns to come in the future,” explains McKinney. “I think we have both learned from each other and that's part of what has made this a success.”