

CASE STUDY | SHARPEN YOUR TOOLS

Ad It Up

How Paid Ads Boosted Quality Leads for Interior Protection Company



ShieldWorks
<https://shieldworks.com>

Shieldworks Dust & Debris Containment | Interior Protection

Mar 15, 2023 – Providing Innovative Solutions for Temporary Dust and Debris Containment ...

For more than 20 years, ShieldWorks has continued to provide creative ...

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CLIENT: Kentucky-based temporary containment business looking to grow leads

For the last 17 years, ShieldWorks has developed the materials and methodology to provide an effective answer to the long-standing problem of dust & debris infiltration during roof replacement and other construction renovation processes. For many companies, when an ongoing construction project is being completed, they need to continue operating on their normal schedule. An interior protection company like ShieldWorks will install barriers to keep any harmful materials from affected employees or guests who may be in close proximity.

As a rapidly growing business in the temporary containment industry, quality leads play a huge part in their ability to stay on track with their goals. With a number of consistent leads coming their way per quarter, ShieldWorks came to us with zero marketing experience but a strong desire to multiply these leads and solidify themselves as an industry-leading business.

SOLUTION: Utilize Google AdWords to spark engagement

With this project, we had the unique opportunity to partner directly with the owners. We proposed that using Google AdWords could present a great opportunity to sharpen the tools at our client's disposal and reach their target audience. The ads allowed us to get their brand right in front of the people they sell to without those customers having to search them out specifically.

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We spent time targeting the right keywords and optimizing the title tag and meta description of the ad to make a direct impression on the person searching. While taking this targeted approach, it was a high priority for us to be sure the team at ShieldWorks understood every move we were making. The goal was not to start initiatives and leave the client completely in the dark. Our desire with ShieldWorks, and every other client we work with, is to make clear how what we are providing adds value to their business. Oftentimes, simply understanding the “how” can lead to a clearer sense of purpose and offer peace of mind.

RESULT: Massive growth in leads and clicks

Through the use of ad words, they experienced a major rise in quarterly lead submissions. In addition, their monthly clicks have gone way up. All of this has worked together to boost the overall awareness of their brand, the engagement they experience from potential customers, and their own understanding of how to market their services.

60+% increase in measurable leads

Monthly clicks up by **25+%**

Impressions up **1.5%** quarter to quarter

Consistent peace of mind that

leads will come

due to marketing efforts



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If you need help marketing your business then let's [schedule a conversation!](#)

Our mission is to help you tell your story and grow your business.