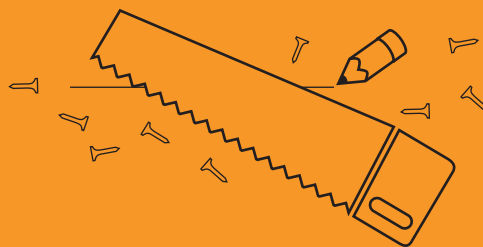


Yodle Local Online Advertising for Contractors



Creating a steady flow of quality customers for Budget Bath.

Challenge

It's a story we've heard all too often. Before advertising with Yodle, Budget Bath, a bathroom remodeling company located in Parkville, MD, had tried everything to build its business – from the Yellow Pages, to the leading online lead generation service for contractors. Unfortunately, no one was using the Yellow Pages to find their services and the quality of leads from the lead generation service were either low quality or too difficult to turn into customers since he was bidding against the competition. The owner, David House, acknowledged that his advertising dollars were going down the drain, so he decided to give Yodle a try.

Solution

A Yodle account manager worked closely with Budget Bath to get a highly targeted local online advertising program up and running fast. This included placing ads across a network of the most popular local sites and search engines...creating a personalized website designed to engage prospects...not just a business listing branded under a directory. Everything was branded under Budget Bath and since leads only went to them, they were able to maintain their pricing and not be pressured due to the competition of vendors doing inferior work.

Results

Yodle made a believer out of David House in just over a month. "At first I was doubtful. Your sales person said Yodle offers an advanced solution, but I figured that's what sales people are supposed to say. Now I know it's true. The quality of the leads has been great – far better than anything I ever got from online lead generators or the Yellow Pages. For the first time, in spite of a shaky economy and housing market, I'm finally starting to think about expanding the business."

Client Profile

Client Name:
David House
Company:
Budget Bath
Industry:
Home & Garden
Location:
Parkville, MD
Website:
www.budgetbathusa.net

Why Yodle?

There's no telling how much business you can book with **Yodle Local Online Advertising**. We give you more ways to reach, engage and motivate potential new customers.

- Advertising placement across a network of sites
- Personalized websites designed to sell
- Qualified inquiries that translate into greater profits!

It's all measurable, too. We'll help you refine your plan - and make sure you get the most out of your marketing budget.

Isn't it time you remodeled your advertising plan?



Visit www.yodle.com or call 877.276.5104 to learn more!

Get your contracting business listed on sites like:

