

FEANIX PRO SERVICES MARKETING

# PRIME PLUMBING CASE STUDY



## HOW A PLUMBING COMPANY INCREASED TRAFFIC BY 45% AND LEADS BY 40% IN 60 DAYS

### Results:

- 45% Increase in Website Traffic
- 40% Increase in Leads from Social Media Ads
- 35% Increase in Booked Appointments

# Client Background:

Prime Plumbing Solutions is a small plumbing company that relied heavily on word-of-mouth referrals. They struggled with an outdated website, inconsistent lead generation, and a manual appointment scheduling process that was time-consuming and inefficient.

## Goal:

- Rebuild the website to enhance usability and mobile responsiveness.
- Increase lead generation through targeted social media advertising.
- Implement a funnel to automate lead follow-ups and appointment scheduling.

## Strategy:

Feanix Pro Services Marketing undertook a comprehensive overhaul of Prime Plumbing Solutions' digital presence. We started by rebuilding their website on, ensuring it was mobile-responsive, user-friendly, and optimized for conversions. Following the website update, we launched a targeted Facebook and Instagram ad campaign aimed at local homeowners in need of plumbing services. To further streamline their operations, we developed and implemented a custom funnel that captured leads and automatically scheduled appointments, reducing the manual workload for the team.

## Implementation:

- **Website Rebuild:** A fully redesigned, mobile-friendly website featuring clear calls-to-action, service descriptions, and an easy-to-use booking system.
- **Social Media Ads:** Targeted campaigns on Facebook and Instagram, highlighting special offers and emergency plumbing services.
- **Funnel Creation:** A custom funnel designed to capture leads, send automated follow-up emails, and allow customers to book appointments online.

# Results:

- **45% Increase in Website Traffic:** The new website attracted more visitors, leading to higher engagement and inquiries.
- **40% Increase in Leads from Social Media Ads:** The targeted ad campaign successfully reached local homeowners, generating a significant increase in high-quality leads.
- **35% Increase in Booked Appointments:** The automated funnel streamlined the appointment process, leading to a higher conversion rate and reduced no-shows.

# Client Testimonial:

"Feenix ProServices Marketing completely transformed our online presence. The new website and automated appointment system have made a huge difference in how we operate. We're seeing more leads than ever, and our scheduling process is now seamless!" - Mike L., Owner of Prime Plumbing Solutions.