



CASE STUDY....

 ThriveFuelMarketing



EXECUTIVE SUMMARY

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In the competitive world of equipment rentals, M.W. Rentals & Services, Inc. and ThriveFuel Marketing joined forces, crafting a digital strategy that didn't just move the needle—it bulldozed right through it. Through a combination of smart SEO and paid marketing, the campaign drove **14,694** website visits across all channels—Google Business Profile, organic search, paid social, and paid search.

With **172** direct leads from form submissions and **#1** local search rankings for "*heavy equipment rental*," M.W. Rentals saw a dramatic boost in visibility and leads. **The result?** More business, more growth, and a solid foundation for future success.



THE CHALLENGE

M.W. Rentals & Services, Inc., a cornerstone in the world of equipment rentals for construction, industrial, and oil field needs, faced a digital dilemma: standing out in a crowded and competitive marketplace while attracting the right customers online.

Main challenges included:

- Enhancing visibility in a saturated market
- Driving high-quality traffic to the website
- Turning website visitors into actionable leads
- Dominating local search rankings for relevant industry terms



DIGITAL PRESENCE **GROWTH** ::::



Google Business Profile Performance:

- **1,253** call clicks
- **2,130** website visits



Website Traffic:

- **5,821** organic website visits post-website design



Paid Advertising Campaigns:

- **2,982** website visits from paid search
- **3,761** website visits from paid social



Lead Generation:

- **172** direct leads via website form submissions



SEO Achievements:

- **Top 3** local search rankings for key industry terms, including *"construction rentals," "rentals and service,"* and *"equipment rentals"*
- **#1** local search rankings for *"heavy equipment rental"*

TRAFFIC SOURCES

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STRATEGIC **APPROACH** ::::

ThriveFuel Marketing took a data-driven approach to enhance M.W. Rentals & Services' online presence. We optimized their Google Business Profile for local visibility, revamped the website for better user experience and organic rankings, and launched targeted paid ads for immediate traffic. By focusing on high-value keywords and creating tailored content, we developed a strategy that drove long-term impact, attracting the right audience and generating more leads.

:::: CREATIVE **STRATEGY**

The creative strategy focused on making M.W. Rentals & Services stand out in a crowded market. ThriveFuel used a mix of engaging, action-driven content designed to build trust and drive customers to take action. Whether through search engine optimization or paid advertising, every campaign was tailored to speak directly to the needs of M.W. Rentals' ideal customers.

BUSINESS **IMPACT**

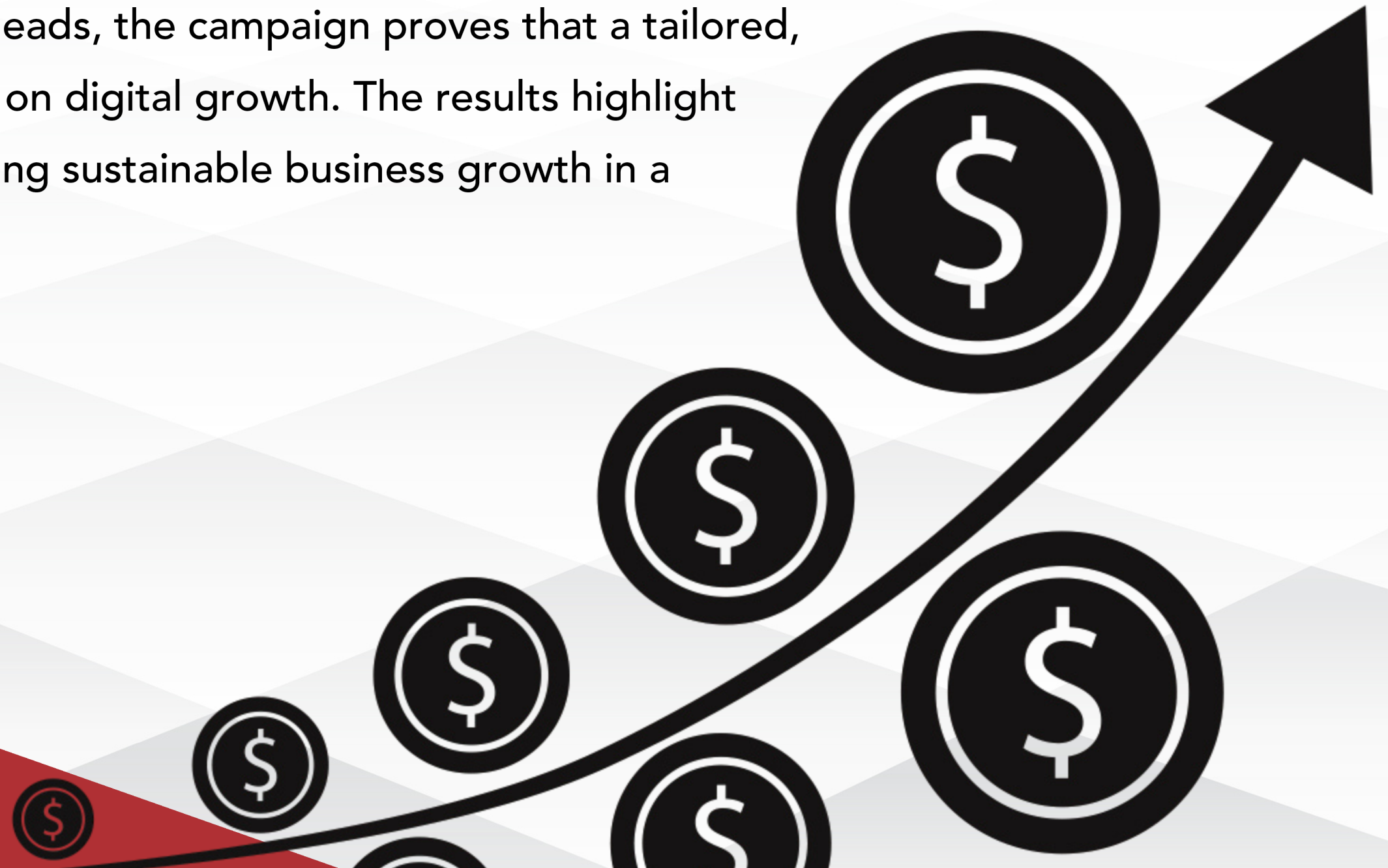
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The digital strategy successfully:

- Created a new revenue stream through online bottle sales
- Established a digital-first customer acquisition channel
- Achieved efficient customer acquisition costs (\$0.55 CPC)
- Built a sustainable online presence with 82.7% mobile engagement

CONCLUSION ∷

Through strategic execution and creative digital marketing, ThriveFuel Marketing propelled M.W. Rentals & Services, Inc. to the forefront of the equipment rental industry in their local market. With top search rankings and a substantial increase in website traffic and leads, the campaign proves that a tailored, multi-channel strategy can have a lasting impact on digital growth. The results highlight how powerful digital marketing can be in achieving sustainable business growth in a competitive sector.



CALL TO ACTION ::::

Is your equipment rental business ready to drive more leads, boost your online visibility, and rank at the top of search results? The success of M.W. Rentals & Services, Inc. shows that with the right digital marketing strategy, you can:

- **Boost your online presence**
- **Increase traffic from search engines and ads**
- **Convert website visitors into quality leads**
- **Achieve local search dominance**

Partner with **ThriveFuel Marketing** today to transform your **digital presence**. Our tailored strategies will boost visibility, attract the right customers, and drive meaningful growth. Let us help you **dominate the online space, generate high-quality leads, and position your brand as an industry leader**. Ready to elevate your business? We're here to help.

BOOK A CALL TODAY! 361-333-1898



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