

Rebuilding a Roadmap for Local Lead Generation

KEY METRICS

+254%
Call Volume

+267%
First-Time Inquiries from Area Residents

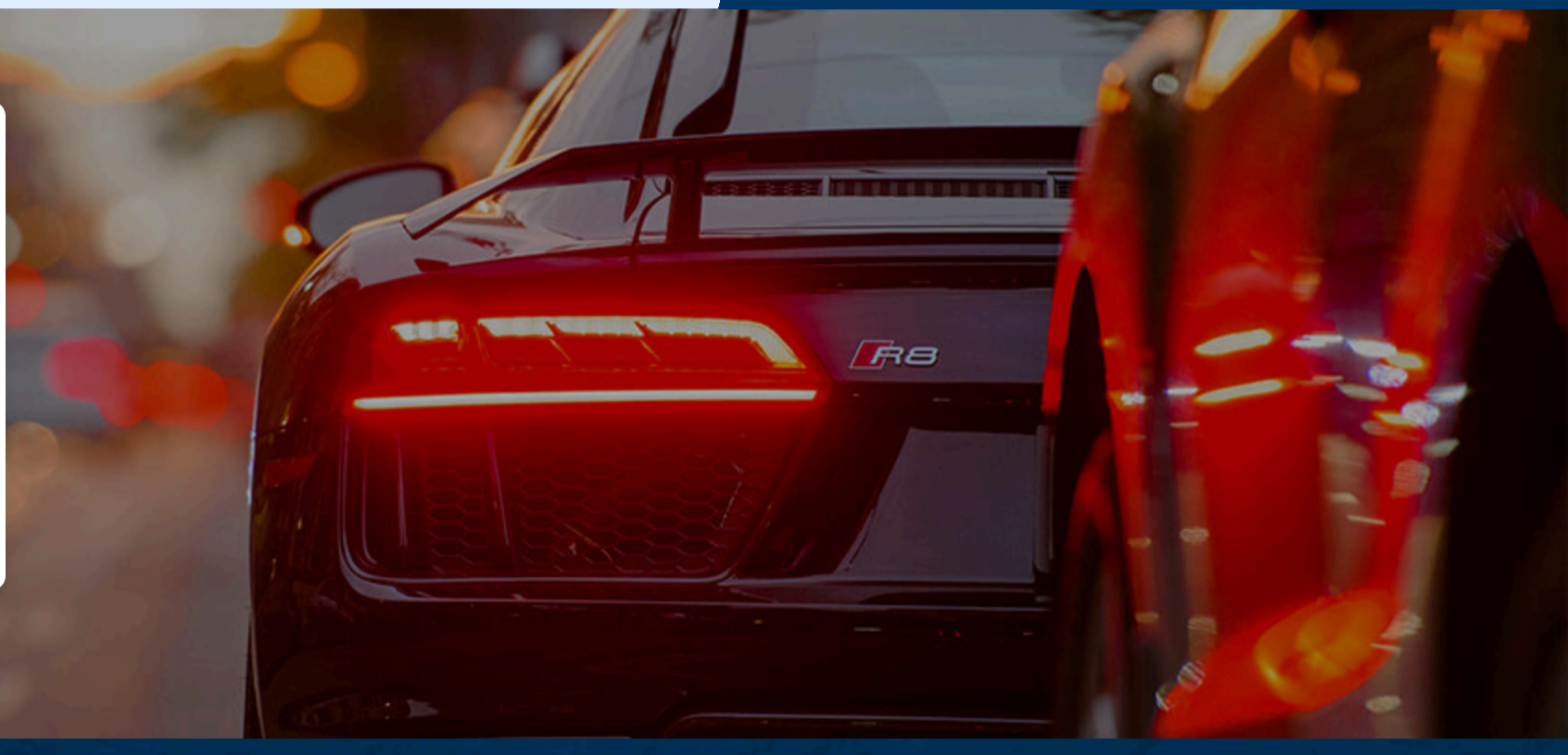
+350%
Ad-Attributed Phone Call Conversions

Buying a company and reimagining the business structure can be challenging, with many lessons learned along the way. Here's how Logical Position (LP) helped a California auto specialist, [Advanced Car Stereo Riverside](#) (ACSR), rebuild their newly purchased business with resounding success.



ABOUT ADVANCED CAR STEREO

ACSR is your one-stop shop for automotive accessories and installation. From tires and rims to audio appliances and wraps, their team is equipped to handle single vehicles or commercial fleets with superb customer service and attention to detail.



LP's unwavering commitment and investment in our success have been palpable. The exceptional service and dedication of our Account Manager have extended a deep sense of trust in our team. By road mapping our success and available campaign opportunities, we've recently increased ad spend and readjusted our campaign targets for the next phase of success in our partnership.

— Ramin Asef, Owner, Advanced Car Stereo Riverside

Campaign Objectives

- Bring in 20 new calls each day
- Build \$250,000 in sustained revenue
- Add transparent campaign reporting

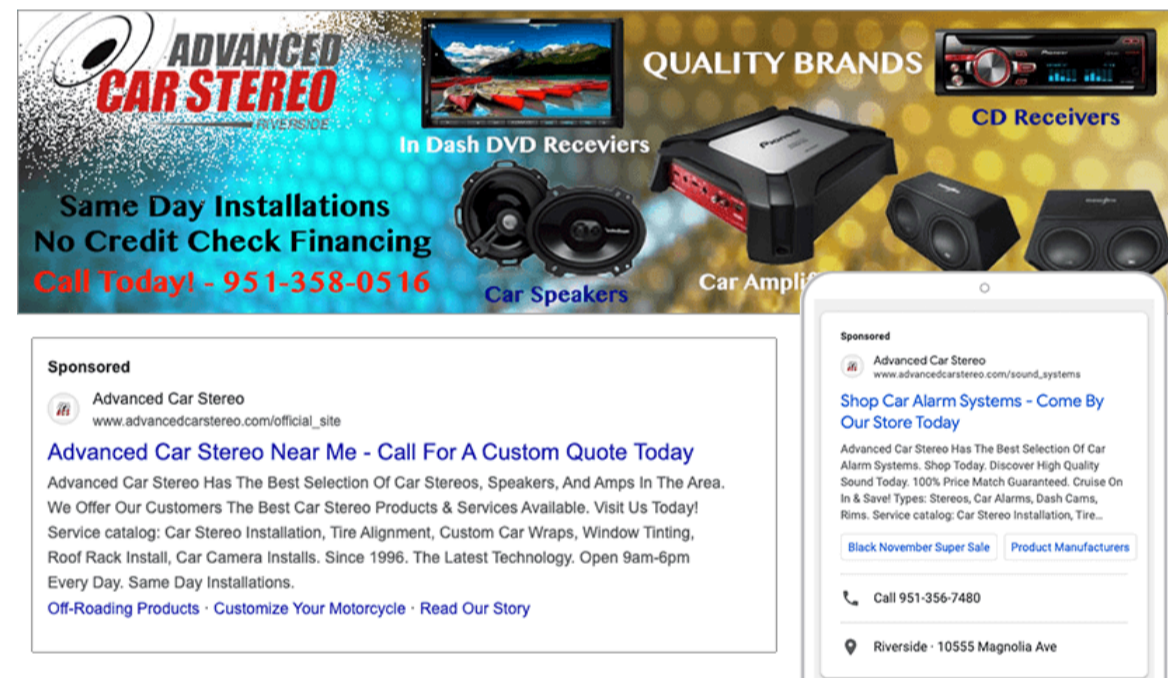


Uphill Battle

A noticeable decline in organic phone calls caused by unforeseen circumstances, paired with a shift in the market, created a challenging road for ACSR to navigate. With business operations in jeopardy, ACSR's new ownership reached out to LP, based on a prior working relationship we had with the previous ownership. Our team got under the hood immediately to perform a full campaign diagnostic.

Rubber Meets the Road

With our onboarding audit analysis complete, we detailed out the account build to meet client KPIs and stay within budget. We started with easy fixes, like removing broad match types to eliminate wasted ad spend and fixing tracking redundancies to scrub the data and paint an accurate picture of account performance. From there, our team began reworking headlines and descriptions to align with keyword targets that would convert.



CRUISE THE BLOCK

Locally based campaigns leveraged Google Business Profile within the Ads Account to capture "near me" queries that could drive high intent leads within their immediate service geography.

PARTNER PARKING

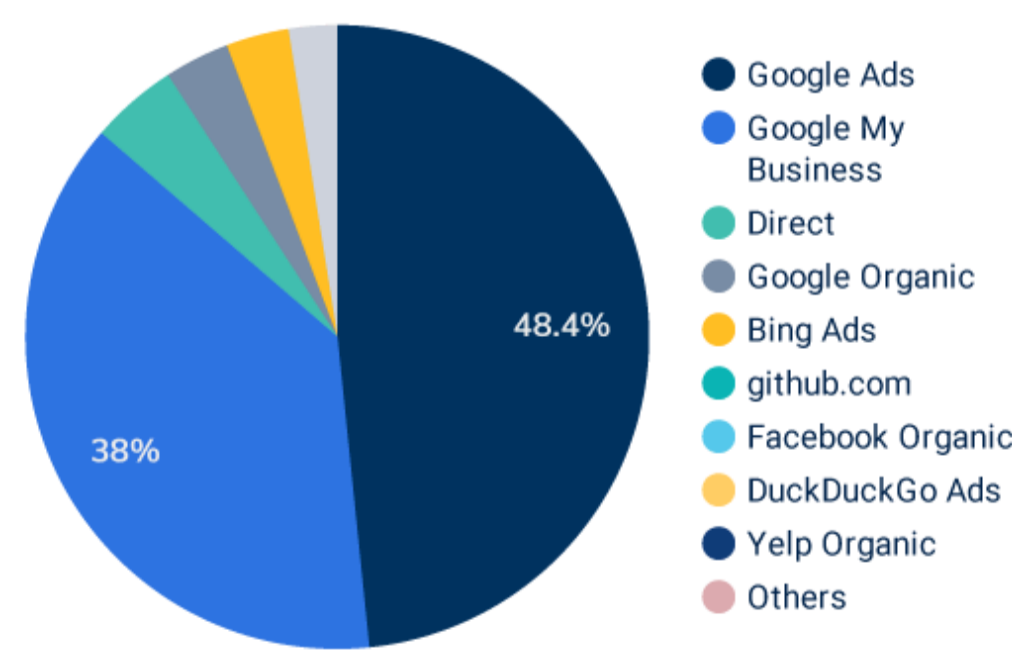
CallRail was deployed to track lead source and call volume.

To lower the overall account CPA and meet fiscal spending targets, we launched campaigns on Microsoft Advertising to capture more affordable leads and test new audiences.

RESULTS

In breaking down the results from January 1st, 2024, to May 26th, 2024, our team has been able to drive call volume while reducing cost per acquisition by 64% overall.

TOTAL CALLS	1ST TIME CALLS	ANSWERED CALLS
+209.9%	+190.2%	+209.6%
TOTAL CALLS (FROM ADS)	1ST TIME CALLS (FROM ADS)	ANSWERED CALLS (FROM ADS)
+131.9%	+129.4%	+134.0%



IMPACT

By applying precision to their digital marketing strategies, ACSR has closed the gap in lead generation efforts by introducing the brand to first-time buyers to build new revenue channels at scale. Ultimately, their initial account audit provided a rough road ahead, but that's been mitigated by LP's commitment to growing business online. Now ACSR is continuing to grow its service footprint and expand on customer lifetime value by earning repeat business on high-value transactions.

Tips For Achieving Similar Results

- Optimize your Google My Business profile with all pertinent business information, including images and promotional offers.
- Utilize your social media profiles to validate business operations and happenings to bolster your online presence.
- Use your organic postings to complement your digital ads, not compete with them

Is your business ready to unleash some digital marketing horsepower? If so, [reach out to today](#) for a complimentary account audit and campaign review.

[Learn More](#)