

Case Study - All Things Aquarium

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"Before starting with JumpFly, nobody came to our website. I run a local business and wasn't sure Internet marketing made sense for us. After working with JumpFly for six months, business has doubled. I'm not sure what they're doing, but it's amazing."

Jeff Hintze - President

Client:

All Things Aquarium (www.AllThingsAquarium.com) provides a full range of aquarium services, including custom design, ongoing maintenance, aquarium moving and emergency care. They have been serving commercial and residential accounts in Chicago and its suburbs for more than 20 years.



Situation:

Before working with JumpFly, All Things Aquarium did not receive any leads from the Internet. The business was successful, but growing slowly. Owner Jeff Hintze believed the Internet could provide additional customers, but did not know how to pursue them. Due to other advertising initiatives in the Yellow Pages and elsewhere, Jeff had a limited budget available to try something new.

Solutions:

JumpFly provided a dedicated account manager who spoke with Jeff to gain a thorough understanding of his business and goals. This discussion enabled JumpFly to determine the most profitable services and key words to focus on with a limited initial budget. JumpFly first developed and launched a geographically targeted Google AdWords campaign, catering to Internet users in All Things Aquarium's specific service area. This meant that people searching for terms like "aquarium maintenance" would only find his listing if they were in his desired target area. JumpFly planned to launch Yahoo! Search Marketing and Microsoft adCenter accounts after proving this form of marketing could be successful.

Results:

After the first month of JumpFly's service, All Things Aquarium received more than 200 qualified local visitors to their website, resulting in many phone calls and several new clients. All Things Aquarium was pleased with initial results and chose to let their AdWords campaign run several more months. Valuable new clients continued to flow in as a result of this low budget effort. Now that pay-per-click (PPC) advertising results proved extremely profitable and consistent, All Things Aquarium cancelled or reduced other advertising efforts, including their Yellow Pages ad, and requested JumpFly double their PPC advertising budget.

In order to maximize All Things Aquarium's results and provide the most affordable leads possible, new accounts were created and launched at Yahoo! Search Marketing and Microsoft adCenter. These new campaigns, in addition to the increased budget, produced more than triple the website traffic and number of new leads. Now All Things Aquarium receives daily inquiries about service, and many new clients each month as a result of JumpFly's PPC advertising efforts. JumpFly's service helped All Things Aquarium surpass 2006's total revenue earned in the first 6 months of 2007.

