How a construction startup went from nothing to +250k$ in sales after only 10 months

INDUSTRY
Construction, brickworks, renovation, restauration

EMPLOYEE COUNT
5-10

WEBSITE
www.maconleclerc.com

ABOUT MAÇONNERIE LECLERC & ASSOCIÉS

This dynamic construction startup offers a variety of services including masonry, chimney work, brickwork and concrete repairs.

When it began it needed to get traffic and qualified leads rapidly to build a sales pipeline and get the business off the ground. Competition is fierce with a lot of small players trying to grab market share. Leclerc & Associés turned to DC Services Conseils to stand out of the crowd and get the best high-quality leads.

SHORT TERM GOALS

- Establish online presence
- Obtain new high-quality lead
- Optimize marketing budget across different mediums

LONG TERM GOALS

- Build sustainable pipelines
- Validate markets/messaging
- Increase predictability of sales
- Lower cost-per-click

Fact driven assessment drives top and bottom line results

DC Services Conseils completed a thorough assessment of Leclerc & Associés web assets and business practices. Based on this, recommendations were made:

- To gather better analytics regarding target audience, traffic origination and user behavior
- Change the website to prominently feature the main call-to-action expected
- Improve Leclerc & Associés visibility on search engines
- Create highly targeted Ad Campaigns using demographics, location and data driven keywords

In the end, the results experienced by Leclerc & Associés through digital marketing not only resulted in increased sales, but also lower cost through the optimization of lead generation requiring less sales staff. A reliable source of high-quality leads has resulted in more predictable sales volumes, better project, workforce and capital investment planning.

> *Before DC Services Conseils Google Ad Services navigating the world of online marketing was complicated and unknown. Their expertise was a total game changer for us and we've been collaborating ever since. Needless to say we highly recommend them.*
>
> Nicko Leclerc, Co-Founder

Results that Speak Volumes

With targeted Ad campaigns, Leclerc & Associés saw these incredible results in only 10 months:

238,000 AD IMPRESSIONS
3,300 AD CLICKS
2,349 NEW USERS
250K$ INCREASE IN SALES

$ 68% under planned cost per conversion

423 conversions across all interaction

34.24% top of page rate