

1,009% ROAS FOR MULTI-LOCATION, MULTI-BRAND FRANCHISE OWNER



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Overview

A leading multi-brand franchise owner in the home services space partnered with Ignite Visibility to scale lead volume, reduce cost per lead, and increase booked jobs across diverse markets. With locations spread across high-and low-demand regions, the challenge was to balance performance across brands while driving growth in slower territories.

Strategy & Tactics

Ignite Visibility deployed a **cross-channel strategy** combining:

- Paid Search & Paid Social
- Local SEO & GBP Optimization
- Location-Level Targeting by Brand
- Custom Landing Pages & Financing Offers
- Video Content Strategy for Social Growth

Each brand under the franchise group received a tailored digital playbook aligned with demand, seasonality, and local competition.

The Results (Q2 Performance Highlights)

Paid Media Growth:

- **1,009% ROAS** with a **42% lower CPL** across paid media channels
- **82% more phone calls** and **13% more lead forms** from paid search
- **25% increase** in social lead volume while scaling spend with stable CPL

Organic & Local SEO Wins:

- Up to **+442% Organic Traffic Growth** across home service brands, including HVAC, cleaning, and painting services.
- **154% Increase** in Conversions and a **54% boost** in Google Business Profile visibility.
- Financing Page Launch: **55K+** impressions and **14 direct conversions** from new content.

Work With Ignite Visibility

Despite increased competition and algorithm volatility, this client achieved significant, sustained growth through a strategic, localized content and optimization effort. This demonstrates that with targeted execution, even brands in saturated markets can thrive in organic search and drive commercial results.