



 **Big Business Tech, Small Business Prices**



## The Plumbing & Electrical Doctor COVID-19 Digital Marketing Strategy

When COVID-19 struck, many businesses admitted defeat, but The Plumbing & Electrical Doctor saw an opportunity. With a Google Ads strategy with Localsearch, they were able to grow their business during a global pandemic. Learn how.

Localsearch has been working with The Plumbing & Electrical Doctor for more than 8 years. Over this time, we have worked with them across their digital marketing, including search engine optimisation, Google Ads, their website and their business profile on [localsearch.com.au](https://localsearch.com.au), with much success.

However, in 2020, COVID-19 forced The Plumbing & Electrical Doctor to shift their marketing strategy, like every business. This shift not only saw them be able to keep their doors open through

COVID, but increase their return on investment.

Take a peek into the campaign below, and check out this article on how to grow a business during a global pandemic.

## **The History of The Plumbing & Electrical Doctor**

The Plumbing & Electrical Doctor provides award-winning plumbing electrical services to Newcastle, Canberra, Goulburn and the greater NSW Central Coast and Hunter region. They've been working in the area for more than 35 years, further growing into other areas of Australia.

Joe Evers, owner of The Plumbing & Electrical Doctor, and his team provide 24/7 blocked drain, hot water system, plumbing, gas fitting and electrical services. In NSW, they're rated one of the top in the business, with more than 31 reviews on their Localsearch business profile.

They've been working with our team at Localsearch for more than 8 years. In this time, we've helped them with everything from a website and search engine optimisation to Google Ads and an upgraded profile on [localsearch.com.au](https://localsearch.com.au).

# The Plumbing & Electrical Doctor's COVID-19 Digital Marketing Strategy

In January 2020, Australia witnessed its first case of novel coronavirus, also known as COVID-19. By the end of March, social and business restrictions began being put in place and mass panic caused a shortage of essential grocery items, including toilet paper.

However, the shortage saw an increased demand in bidets in Australia. Joe, owner of The Plumbing & Electrical Doctor, reached out to us in March and told us about the regulations allowing only a licensed plumber to install handheld bidets. He also let us know he'd be reducing his bidet installation prices for the next month or so to help the public.

Our Google Ads and SEO specialists began creating a campaign focusing on getting this offer out to as many people within the business's target audience as possible.

## The Results of the COVID-19 Google Ads Campaign

Within two (2) days of its launch, The Plumbing & Electrical Doctor had converted three (3) leads produced by their Google Ads. Nine (9) days later, their conversions had increased to six (6), with the initial leads coming from YouTube and apps.

Their ads saw them reach 93,528 people in 9 days alone, with 647 people clicking through to the landing page.

Each click on their ad was only costing the business \$0.28, with an average cost per acquisition (CPA) of only \$12.64. This gave The Plumbing & Electrical Doctor a return on investment (ROI) of \$347.36 for each bidet installation gained through their Google Ads.

## How Other Australians Can Future-Proof Their Business

As a full-suite digital marketing service, Localsearch can help you with every aspect of your online presence, from a website and SEO to Google Ads, social media marketing and more. With prices starting from \$19 a week (only \$1 a day to upgrade your business profile on localsearch.com.au), it's easy to get started on future-proofing your business, while watching your budget.

For more information, send us a message on Facebook mentioning this case study or contact us via our form.

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