

Pool Girl Maintenance

Problem

How does a seasonal new business elevate local awareness?

Solution

By using a popular location related to a local business.

Background

Since new business and demand for pool cleaning tends to be seasonal, Pool Girl Maintenance needed to get her name out quickly for the type of service she offered. Previously, she had been relying on word of mouth and flyers.

Objective

Pool Girl Maintenance wanted to increase brand awareness about the company and display the services offered by the company to large residential areas.

Strategy

Pool Girl Maintenance wanted to target customers who typically buy their own products to service their pools. The company used a digital out of home (DOOH) campaign near a local Walmart to reach these customers. This DOOH location was conveniently located near several larger residential areas with pools.

Plan Details

Market: Corinth, Mississippi

Client started with a 4-week trial in March with one digital billboard. After seeing that business picked up, they ran another 4-weeks in April with a small rotation package. After seeing more results, another flight was purchased in August and September.

Results

Pool Girl Maintenance has experienced steady bookings for pool cleanings and has increased her customer base by maintaining customers and adding new customers. She had many new customers mention the creative when they called. They have booked into 2018 with an increase in spending.

