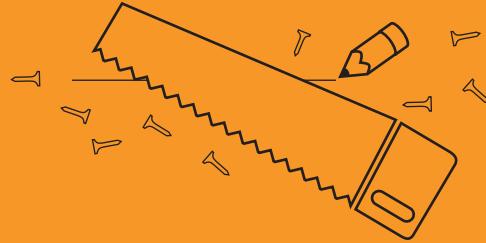


Yodle Local Online Advertising for Contractors



You couldn't build a better online advertising solution.

Challenge

Before engaging Yodle, the owner of Sunshine Contractors, a small team of craftsmen located in Manassas, VA, had become frustrated with his advertising efforts. Newspaper didn't appear to be delivering new business, and even poor performance was difficult to measure. The Yellow Pages was too pricey for what it was producing - about one lead every two months. And the directory and service matching sites he tried targeted price sensitive prospects only, or were highly competitive since multiple contractors were getting the same leads.

Solution

Sunshine Contractors worked closely with their dedicated Yodle account manager to construct an online advertising plan - one that included advertising placement across a network of search engines and local sites, a personalized website and reporting suite. But the company really enjoys Yodle's lead management tool best. It's set up so that every time they receive an inquiry from their site - a phone call or an email - the customer information is captured for easy follow-up.

Results

Within mere months of working with Yodle, Sunshine Contractors had already earned several large contracts and repeat business, and the owner couldn't have been more pleased. "Yodle nailed it," he said. "The quality of the leads has been great - I'm converting a huge percentage of them. And thanks to the reporting, and expert guidance of Leon, my Yodle account manager, I know where they're coming from, and how to get the best return on my investment."

Client Profile

Client Name:

Derek Leiter

Company:

Sunshine Contractors

Industry:

Home & Garden

Location:

Manassas, VA

Website:

www.sunshinecontractors.com
www.sunshinecarpentry.com

Why Yodle?

There's no telling how much business you can book with **Yodle Local Online Advertising**. We give you more ways to reach, engage and motivate potential new customers.

- Advertising placement across a network of sites
- Personalized websites designed to sell
- Qualified inquiries that translate into greater profits!

It's all measurable, too. We'll help you refine your plan - and make sure you get the most out of your marketing budget.

Isn't it time you reconstructed your advertising plan?



Visit www.yodle.com or call 877.276.5104 to learn more!

Get your contracting business listed on sites like:

