

## SUCCESS STORY

# Yodle Local Online Advertising for Locksmiths



## Unlock a powerful new way to drive business.

### Challenge

For years, Advantage Locksmith of Brooklyn, NY had been relying on Yellow Pages advertising, word of mouth, cold calling and a few fledgling efforts at online advertising to generate new business. But in the words of the owner, "You just don't get a bang for your buck." He felt they were overpaying for the results they were receiving - yet there was no way of measuring whether these advertising media were actually performing. He wanted a more accountable approach to marketing his business, and connected with Yodle.

### Solution

Yodle quickly launched a local online advertising campaign for Advantage Locksmith across a network of search engines and local sites - along with a personalized website designed to move interested prospects to call or inquire online. In addition, an easy-to-use reporting interface lets the business owner track his results in real-time, so he knows how well his investment in Yodle is paying off. And a Yodle account manager also works closely with Advantage Locksmith to refine their campaign on a regular basis, and make sure they're getting the most out of their advertising.

### Results

Says the owner of Advantage Locksmith, "Within 2 hours of my Yodle campaign going live, I had a call from a customer telling me, 'You've got a great website!' And that was just for starters. In just the first few months working with Yodle, business in Brooklyn has grown 50% - 60%! Right now, for every call I get from the Yellow Pages, I get five coming from Yodle. Which tells me that my Yellow Pages has been a bust - even at discount rates."

### Client Profile

**Client Name:**

Robert Campbell

**Company:**

Advantage Locksmith

**Industry:**

Business & Professional

**Location:**

Brooklyn, NY

**Website:**

[www.advantagelocksmith.net](http://www.advantagelocksmith.net)

### 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.

**Now wouldn't that be the key to growing your business?**



local online advertising

Visit [www.yodle.com](http://www.yodle.com) or call 877.276.5104 to learn more!

Advertise your locksmith business across our network of partner sites:

