

RevLocal Success Story: Cam's Commercial Cleaning - Western Ohio

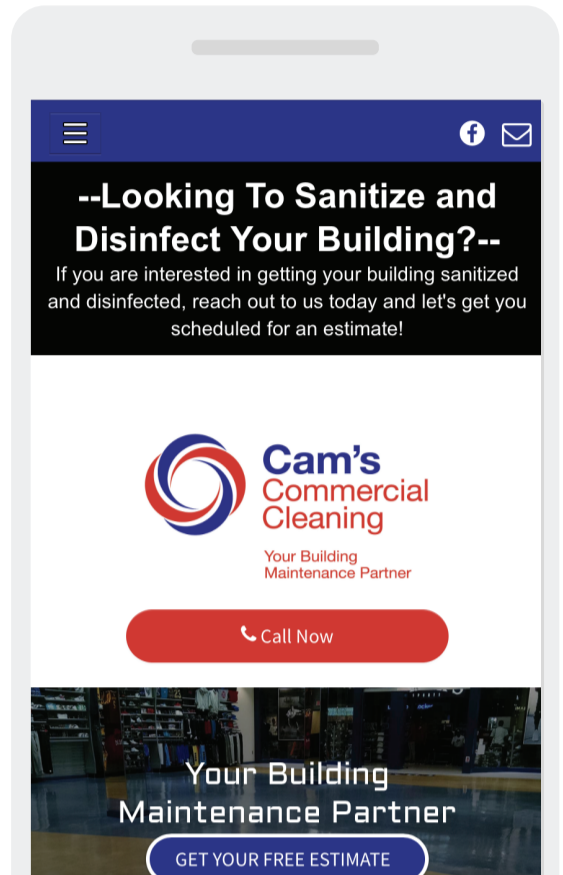


Ryan Boggs
Digital Marketing Strategist

Digital Marketing Works for Cleaning Services

When COVID-19 erupted across the country, many business owners were concerned with having their buildings properly sanitized and disinfected to help keep consumers and employees safe.

While fear was top of mind for many people, this didn't stop Cam's Commercial Cleaning from acting. Find out how Digital Marketing Strategist Ryan Boggs upgraded his client's digital marketing services so they could be found more easily during this uncertain time.



How RevLocal Helped

When the COVID-19 outbreak began to spread, online searches for cleaning companies began to increase. Knowing this would affect his client, Ryan reached out to his contact at Cam's Commercial Cleaning to discuss how they could adjust their digital marketing strategy to fulfill commercial cleaning needs during this pandemic.

Ryan explained to his contact that they needed to target the right online consumers with the message that they could handle any of their cleaning, disinfecting and sanitizing needs. To support his client, Ryan suggested adding on Targeted Ads to the current digital marketing strategy.

Without much convincing, the client agreed with Ryan's suggestion and added on Targeted Ads. Because of the relationship Ryan built with Cam's Commercial Cleaning, the client was able to trust the recommendation Ryan gave and knew that this would be the best option for his business.

Rapid change can happen in any economy! With his expertise, Ryan was able to help his client make the best of the situation at hand through digital marketing. Cam's Commercial Cleaning continued to flourish as they assisted local businesses battle the spread of COVID-19.

If you're looking for someone to guide you through COVID-19, and beyond, consider choosing RevLocal as your digital marketing partner.

Things to Think About

As a cleaning company during this time, important things to communicate to your customers are:

1. Are you open for business?
2. How can customers do business with you at this time?
Ex. Schedule a cleaning, purchase janitorial supplies, etc.
3. What services do you offer that customers are asking for?
4. What makes you different than other cleaning companies and why should consumers choose you during this time?