CASE STUDY · PET SERVICES · GOOGLE ADS

Digitally Enhanced marketing agency

How a local pet care company nearly doubled new clients a month with hyper-targeted Google Ads

CLIENT: HILL FAMILY PET CARE · CHICAGO, IL

38 → 73	1,000+	2,000%+	16.7K
NEW CLIENT ACCOUNTS / MONTH	CALLS IN 3 MONTHS	MORE DESKTOP MAPS APPEARANCES	MAPS IMPRESSIONS

INDUSTRY	LOCATION	THIS CAMPAIGN	EARLIER WORK
Pet services	Chicago, IL	Google Ads strategy and management, landing pages, ad creative, sales funnel	Branding, photo and video, website

THE CHALLENGE

Hill Family built its business on loyal clients and word of mouth. Growing further meant reaching new people in a saturated market, with competitors as close as four blocks away, the holiday season ahead, and an unexpected dog illness outbreak mid-campaign.

OUR APPROACH

01 Chose services by business impact, not search volume.

02 Targeted by zip code and household income.

03 Built a funnel on buyer psychology, with a landing page for each priority service.

04 Managed and optimized the campaigns in real time.

WHAT CHANGED

New client accounts grew from 38 to 73 a month, then held steady at about 70. Desktop Google Maps appearances rose more than 2,000% during the 3-month pilot, on a conservative monthly budget.



"Our biggest success story of the month was an $1,800 dollar boarding that came directly from Google Ads. This person paid in full upon booking and tipped the staff $100 dollars so this is proof that the customers we are looking for are out there."

JEROME HILL · FOUNDER, HILL FAMILY PET CARE

Results from the 3-month pilot. Call, impression and Maps data from Google Ads and Google Business Profile.

Your best clients are already searching.

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