



**1652%**

ROI ON MARKETING  
IN 7 MONTHS

**67%**

DECREASE IN  
COST PER LEAD

**6X**

GREATER CTR THAN  
GOOGLE AVERAGE

## KITCHEN TUNE-UP

### ABOUT

Kitchen Tune-Up provides trustworthy home remodeling services in central Wisconsin. Their mission is to give their clients an excellent experience while creating their dream spaces, including kitchens, bathrooms, garages, and more.

### CHALLENGES

The team at Kitchen Tune-Up was previously working with a digital marketing agency to help them get more leads but were looking for a way to grow their business in a more cost-effective and efficient way.

### SOLUTIONS

The Kitchen Tune-Up team partnered with LOCALiQ initially for print ads through the USA TODAY NETWORK as well as event sponsorship for the Green Bay Packers Ultimate Leap. When they decided they wanted a new partner for digital marketing, they added search marketing and local listings management to their marketing mix.

### RESULTS

After working with LOCALiQ's digital marketing experts for just a couple of months, the Kitchen Tune-Up team saw a significant increase in results. "Our initial results were better than our previously-tried alternatives and then improved significantly over the first months. Impressions, clicks, calls, and form-fills have each increased and are maintaining a very attractive per-result cost. Support from the team has been positive and helpful, and we have increased our budget with them," said Andy Thompson, owner of Kitchen Tune-Up.

**“With LOCALiQ digital marketing, we get more leads for less cost. Period.”**

*Andy Thompson  
Owner, Kitchen Tune-Up*