



THE CHALLENGE

Dent Wizard enlisted the help of SteadyRain's digital marketing team to increase in-store sales at their Wheel Reconditioning retail location in Phoenix, Ariz. The company sought a solution for consumers looking specifically for wheel repair services.



DIGITAL STRATEGY



UI/UX DESIGN



FRONT END DEVELOPMENT



WEB APP DEVELOPMENT



DIGITAL MARKETING

THE SOLUTION

SteadyRain developed a landing page designed to drive traffic, form completion and phone calls to the Dent Wizard Phoenix Wheel Conditioning store. The agency also developed a search engine-optimized landing page and launched a geographically-focused pay-per-click advertising campaign.

Components of the campaign included:

- Development of a compelling and conversion-optimized landing page
- Comprehensive keyword research
- Creation of target audience-specific page content
- Development of a strategic, locally-targeted pay-per-click campaign
- In-depth conversion reporting and campaign optimization

RESULTS

- 🔄 **Generated an average monthly conversion rate of 7%**
- 📈 **Delivered an average monthly return on advertising spend of 394%**
- 📣 **Increased opportunities for enhanced revenue gains with campaign monitoring**

