



## Success Story: Lawn~Pro Lawn Care Service, Inc.

Products: Search Engine Marketing | Social Media | Call Tracking

Lawn-Pro Lawn Care Service, Inc. is a privately owned and locally operated business with over 20 years of experience. Unlike some large volume franchise operations, Lawn-Pro prides itself on providing customers with personalized, quality lawn care at an affordable cost. Clients of all sizes benefit from Lawn-Pro's services.

### Local Lawn Care Company Needed Increased Visibility Online

Lawn-Pro wanted to be found when and where customers were looking for them. Together, ThriveHive and Lawn-Pro worked to enhance the company's search engine marketing (SEM) and social media presence, creating outstanding brand awareness and lead generation. They immediately saw an increase in traffic to their website. In their first campaign, Lawn-Pro produced almost 500 new clicks and 33 new phone call leads!

### Results

Lawn-Pro Lawn Care saw a 50% boost in response rate to their website advertising, an increase in brand awareness and an increase in new client acquisition. Now when customers search online, they find Lawn-Pro instead of competitors. Because of ThriveHive's SEM services, Lawn-Pro has enhanced their online presence to show up on the first results page of major search engines. To top it off, Lawn-Pro is very happy with the customer service. They are looking into ThriveHive's website design services. Steve Bukoff, the owner and President of Lawn-Pro, now has the time to focus on his business while ThriveHive focuses on promoting the business and driving new customers to their door. "I highly recommend ThriveHive," Bukoff said. "They have been great to work with and produce results."

*"Once we partnered with ThriveHive and they enhanced our visibility on the Internet, more people were being driven to our website. We literally saw a 50% boost in a response rate to our advertising! In addition, having them do our social media was not only economical, but saved me so much time."*

- Steve Bukoff, Owner and President



**First SEM Campaign**  
**500** new clicks  
**33** new phone call leads



**increase** in a response rate to advertising