

SEARCH · ORGANIC & LOCAL SEO  
SOCIAL MEDIA MANAGEMENT

## CASE STUDY

Public Adjuster



### Overview

#### Campaign Focus

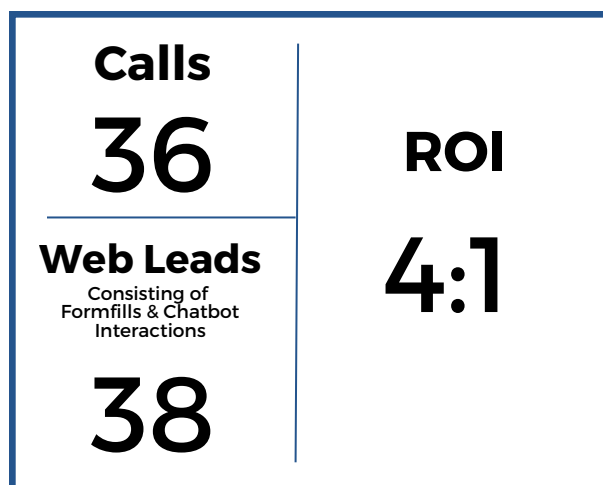
To Gain New Leads Through  
Tracked Calls, Form Fills & Web Traffic

#### Campaign Length

4 Months

#### Products Utilized

SEM  
SEO  
Social Media



### Objectives

The primary objective of this campaign was to generate high-quality leads for property damage claims related to fire, water, smoke, and mold within the Philadelphia DMA. The client wanted to establish a strong digital presence that would capture homeowners and business owners actively seeking public adjusting services. The focus was on creating a steady pipeline of inbound calls and form submissions, while building brand credibility through search visibility and social engagement.

### Solutions

To meet the client's objectives, we launched a full-scale digital marketing strategy designed to capture high-intent leads across multiple channels. This included building a conversion-optimized website with a complete marketing funnel and integrated call tracking to monitor performance. We drove traffic through a targeted SEM campaign while strengthening long-term visibility with organic and local SEO. Social media management was added to expand brand reach and engage the local community.

As a result, the client achieved a steady flow of qualified calls and form submissions from property owners affected by fire, water, smoke, and mold damage. The combined efforts not only increased lead volume within the Philadelphia DMA but also established the client as a trusted and recognizable name in their market.