



LSEO

A DIGITAL MARKETING AGENCY

REVVING UP ON DIGITAL

How LSEO Used Facebook & Google Ads to
Deliver a 1,666% Return On Ad Spend



Client's Background

Abylex CDL Truck Driving School is located in Sacramento, California and offers students the opportunity to obtain their CDL license and provides job placement with major transportation companies. Truck drivers **are in high demand** from companies like UPS, FedEx, Walmart, Amazon, etc. and the trucking industry is an integral part of the American economy. For many people, a CDL license and truck driving career from Abylex can **offer high paying jobs** for as much as **\$50k-100k per year.**



Client's Online Problem

Prior to working with LSEO, Abylex had **spent tens of thousands of dollars** in a few months' period on Google Ads with another digital agency. After seeing **only about 25 conversions a month**, Abylex contracted LSEO.com in June of 2018 to increase the number of people who enrolled at their truck driving school and decrease the cost per lead.

LSEO had a **narrow timeline** of fewer than four months to drive leads, because the summer and fall times typically made more revenue than the winter months for truck schools, so the company **needed to prepare** for a slower winter time.



LSEO's Digital Strategy

Once LSEO.com took over the whole account and creative process, we used data analysis and insights from the data they already gathered, **collected key marketing information** from stakeholders at the company, then conducted our own thorough competitor research and independent research. We created a digital marketing campaign equipped with a **high converting landing page**, with ad and sales copy paired with **intelligent thorough keyword research**.



The **campaigns** targeted a 50-mile radius of Sacramento and targeted anyone **searching for CDL** and truck school-related terms. Ideally going after males between the ages of 18-45.

Using pay-per-click campaigns we sent leads to a **custom landing page** where the user would enter their contact information. From there, a customer service representative would **contact the leads** and provide them with more information about **truck driving school**.

Outcomes

LSEO.com was able to generate a total return on ad spend of 1,666.67%.



In the first 9 months, LSEO.com was able to drive over 1,400 leads, which resulted in 865 new enrollments.

LSEO achieved 120 monthly conversions at a price of \$55 per conversion compared to Abylex's previous campaign average of 25 conversions a month at \$150-200 per conversion.



This means LSEO generated 100 more leads a month at 72.5% cheaper cost than their previous cost per lead.

The winter months lead to all-time enrollment highs.



**According to Abylex's
Clutch.co review of LSEO,**

**"For us, they're just the
best digital marketing
company in the country."**