

Creating a Digital Marketing Footprint

Valley Chimney Sweep & Restoration is a family owned and operated business based in Yorkville, IL. They serve hundreds of homeowners across Chicago's western suburbs every year.

Objective

Valley Chimney Sweep & Restoration in Yorkville, IL turned to Idea Marketing Group for a redesign of their company website and a launch of a comprehensive digital footprint.

Solution

Traditionally a company that only advertised in local print publications, Valley is now a digital marketing convert. After launching their new website in 2015, Valley Chimney now boasts a robust social media presence, a wealth of five-star online customer reviews, over 100 monthly online leads and a successful Google Adwords campaign.

Highlights

- Average of over 500 percent increase in monthly online leads from 2015 to 2018
- Over 150 5-star online reviews
- Average of over 50 Google Adword lead conversions per month on just a \$200 monthly budget.
- Consistent No. 1 organic Google ranking for "Chicago Chimney Sweep"



500%

Increase in monthly online leads from 2015 to 2018



150+

5-star online reviews

"We started working with Idea Marketing Group in 2013. Even as they've grown, we have an assigned Marketing Manager that is always very attentive and responsive to our needs or questions. Our marketing ROI has greatly improved, and we are more than satisfied with all their services."

Terry Dearborn, Owner Valley Chimney Sweep & Restoration

