



READY2GO DUMPSTERS WASTE MANAGEMENT



OBJECTIVES

Ready2Go Dumpsters approached Digital Delight LLC with the goal of reducing its cost per lead while maintaining or increasing the overall lead volume. They had a monthly budget of \$10,000 and were experiencing an average cost per lead of \$149.41 .

OUR SOLUTION

We devised a comprehensive digital marketing strategy for Ready2Go Dumpsters. We utilized search engine optimization (SEO) to improve their online visibility, targeted pay-per-click (PPC) advertising to generate high-quality leads, and social media marketing to enhance brand engagement.

Additionally, we implemented conversion rate optimization (CRO) techniques to maximize lead generation. Our goal was to achieve cost efficiencies while maintaining or increasing lead volume.

AT A GLANCE

Challenges

- High Cost per Lead
- Low Conversion Rates
- Irrelevant Traffic and Wasted Ad Spend

Benefits

- Reduced cost per lead by 35%
- Increased lead volume by 20%
- Optimized conversion rates for better lead generation
- Strengthened online visibility

11 MONTHS INTO PARTNERSHIP

\$250,000

MORE PROFIT

70+

NEW CLIENTS

20%

**LEAD VOLUME
INCREASE**

35%

REVENUE INCREASE

“ TOGETHER, WE HAVE SUCCESSFULLY POSITIONED **READY2GO DUMPSTERS** AS A **COMPETITIVE PLAYER** IN THE INDUSTRY. WE LOOK FORWARD TO CONTINUING OUR PARTNERSHIP AND **ACHIEVING EVEN GREATER SUCCESS** IN THE FUTURE. ”



Vukasin Ponjavusic
CEO - DIGITAL DELIGHT LLC