BALANDIN/AGENCY

Local services marketing

Proposal from Balandin Agency

Customers from your city, not clicks from the whole country. In local services what matters is not reach, but demand density around the location. We set the geo, cut out non-target areas, measure the cost per customer against the average ticket — and scale only what pays back

$664,780

revenue of a gold buyback service at 153% ROMI

1173%

ROMI of a US kitchen cabinet retailer with a $5,490 ticket

410%

ROMI of a New York restaurant on banquet leads

Where local businesses lose money

There are leads, but they never reach the location

Wide geo brings cheap leads from neighboring regions. We cut the radius to the real service area.

You count cost per lead instead of cost per customer

In services with a ticket in the thousands of dollars, an “expensive” lead pays back with a single deal. We calculate the economics from the ticket, not from CPL.

Season and day of the week break the plan

Demand for local services pulses. We distribute the budget along the demand schedule instead of flat daily spending.

Leads get lost between the ad and the phone

We connect end-to-end tracking: you can see which campaign brought the person who made it to payment, not just left a number.

What we do so the ads pay back at the register

We cut the geo to the real service area

Wide geo brings cheap leads that never reach the location. We determine the radius people actually travel from and switch off everything beyond it.

We calculate the economics from the ticket

The acceptable cost per customer is derived from the average ticket and margin, not from market CPL. In the furniture niche a $59 lead produced a $431 buyer on a $5,490 ticket — 1173% ROMI.

We look at qualified leads from your CRM

A technical lead lies: a funnel with a $2.50 lead can lose to a funnel with a $10 lead. A status export from the CRM shows which ad combination brings customers — for an assistant hiring service this reversed the funnel choice and delivered 145% ROMI.

Offers for the local customer

A discount, a deadline, a guarantee, an on-site measurement — we test what actually moves a person in your city and scale the ad combination that leads to a deal, not to a call.

Client results

Kitchen cabinets, Huntsville (US)

Expensive leads paid off with a $5,490 average ticket — 1173% ROMI

$11,646	196
Ad spend	Leads
$148,230	1173%
Revenue	ROMI

$107,460 in revenue at 618% ROMI for a granite countertop store in the US

Brought 54 countertop buyers — 618% ROMI in five months

$14,977	292
Ad spend	Leads
$107,460	618%
Revenue	ROMI

Private event advertising for an Italian restaurant in Brooklyn (USA)

An expensive lead paid off with banquets — sales five times the budget

$23,536	362
Ad spend	Leads
$120,000	410%
Revenue	ROMI

Client results

Ads paid back the spend 3x in one month for a kids soccer school in Brooklyn, New York

The cheapest lead turned out to be the most expensive customer

$988	117
Ad spend	Leads
$3,996	304%
Revenue	ROMI

MoneyGold (gold buyout)

The audience was not looking for a pawnshop — we found it with creative, not targeting

$262,683	14,338
Ad spend	Leads
$664,780	153%
Revenue	ROMI

Jewish Point (Tel Aviv synagogue)

Donations from cold traffic — the campaign returned 152% ROMI

$750	28
Ad spend	Donations
$1,890	152%
Revenue	ROMI

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Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies