



IGM CASE STUDY



Ayala's Landscaping & Tree Service has been servicing the DFW area for the last 15 years. They've always relied heavily on word of mouth for new business. With social media and search engines being more prevalent than ever, they turned to IGM to elevate their online presence and bring in digital leads.

Challenges

The business was struggling to find new online leads, gain more social media awareness, and rank higher on Google for their service keywords.

Solutions

IGM updated and manage their Google Business Page.
Created and ran high intent search ads to capture new leads.
Posting dynamic content and boosting said posts on Meta to increase awareness and

Results

120%

Website Views

180%

Google Ad Clicks and CTR

230%

Meta Ad Views & Impressions

TOP 3

Keyword Rankings

Testimonial

"I'd recommend IGM to anyone. They helped us reach new clients and grow for an affordable price."

— Jose Ayala,
Owner of Ayala's L&TS

Conclusion

We took their online presence from non-existent to highly ranking, highly competitive, and gaining consistent new online leads.

Our digital marketing approach has led to more calls, site visits, and bookings with their reputation and social engagement taking off.