

Lead Generation

Premier Partner of the Year 2022



Awarded for partnering with clients to generate high-quality leads at scale.

Logical Position
Lake Oswego, Oregon
<http://www.logicalposition.com>

The client challenge

Logical Position's tax preparation client, Dimov Associates, faced a major barrier to growth: Business dropped off when tax season ended. They wanted to scale but didn't have enough year-round business to add on staff.

The approach

Logical Position conducted a market analysis to determine areas for business expansion. They then launched a lead generation campaign using Performance Planner, Offline Conversion Import helper, and Smart Bidding in Google Ads.

The results

Based on this strategy, Dimov Associates added new bookkeeping and business strategy services, allowing them to increase staff and retain them year round. Business increased significantly, and they expanded their U.S. footprint.





This award is a badge that says we are out there doing really, really high-quality work. We want to partner with more small businesses that have an opportunity to grow, and grow with them.”

—Matt Bowen, Associate Director of Enterprise Client Services Strategy, Logical Position



Founded in 2009, Logical Position is a full-service digital marketing agency, with 800 employees and more than 7,000 clients, mostly U.S.-based SMBs. The agency prides themselves as being a partner for their clients’ businesses.

Logical Position has invested in their staff of marketing professionals to ensure that every client campaign is personalized to the specifics of that business’s goals. This approach includes how Logical Position helps clients benefit from using Google Ads and other Google products. The agency has worked with Google since 2013 and been a Google Premier Partner since 2015. The Dimov Associates campaign, which won Logical Position the Lead Generation award, is an example of their highly-personalized approach.

For Dimov Associates, the cyclical nature of tax work resulted in plateaued growth, with business falling off after tax season ended. However, Logical Position deployed new Google Ads products and related tools that allowed them to see their client’s growth potential, then mapped out a campaign to achieve impressive results.

The products and tools used included Performance Planner, which helped analyze Dimov Associates’ growth potential in other financial services areas and allowed them to adjust their ad spend for significantly higher ROI. Logical Position also used Smart Bidding for the lead gen campaign and Offline Conversion Import helper to improve targeting and offline conversion measurement.

As a result of the campaign’s success, Dimov Associates were able to open new offices, hire new staff, and enjoy greater year-round business, with a 656-percent YOY increase in leads. Logical Position will continue to use Google tools for lead generation and other digital marketing campaigns that help their clients grow their businesses.