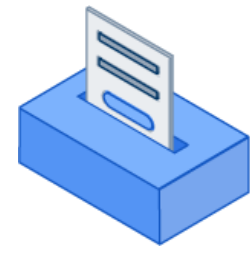


Reaching an Online Audience in Local Lead Generation

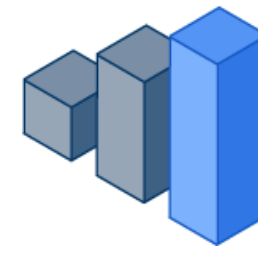
KEY METRICS



+40%
Leads



+25%
Revenue



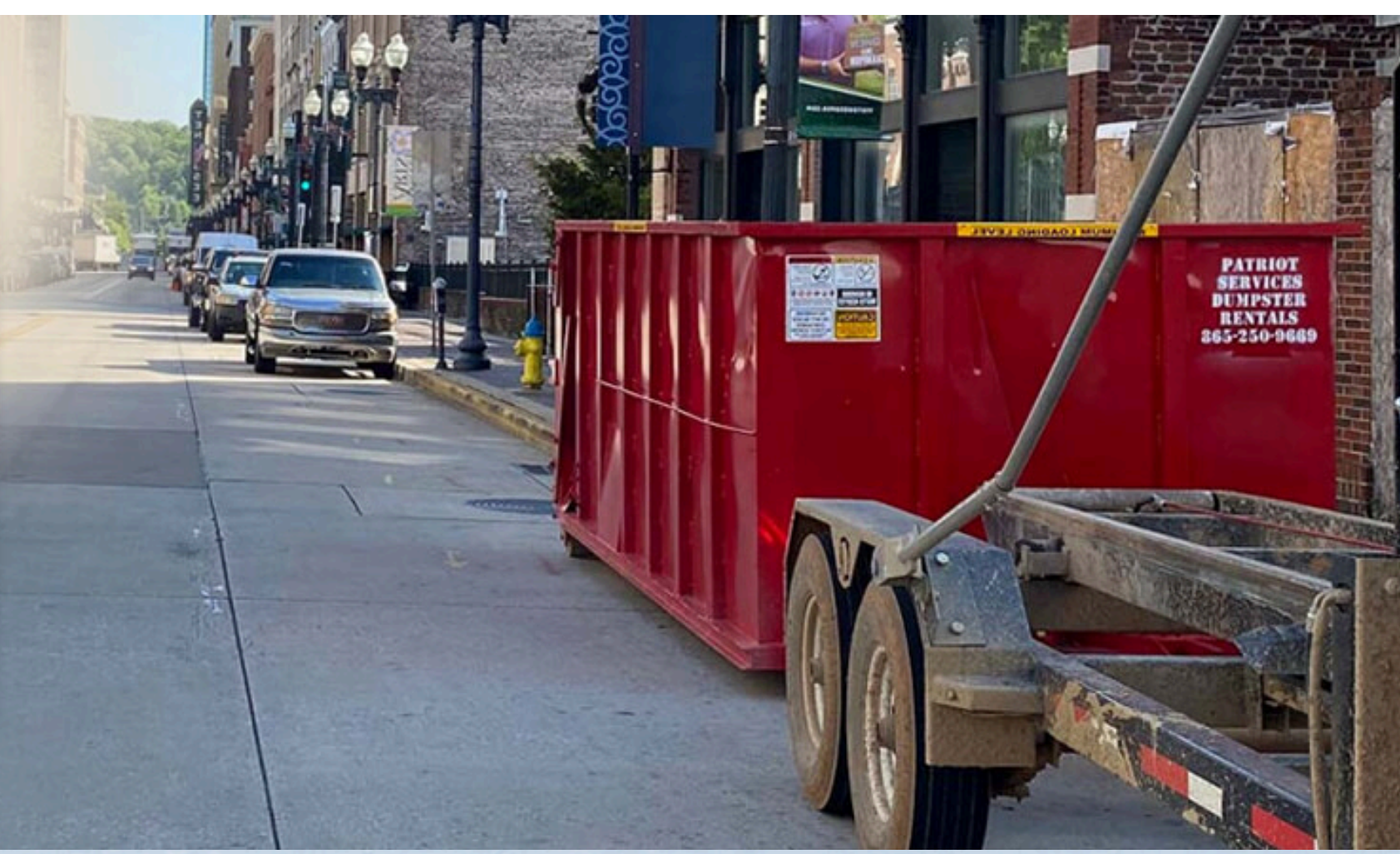
+10x
More Dumpsters

In the competitive world of local service-based businesses, visibility is everything. For companies like Patriot Services, a Tennessee-based dumpster rental provider, driving a steady stream of qualified leads is essential to sustaining growth—but increasingly difficult amidst rising digital noise. Reaching the right customers at the right time requires a strong online presence, targeted messaging, and a data-driven marketing strategy.

Here's how Logical Position (LP) helped Patriot Services expand its regional reach, generate high-intent leads, and grow its customer base through strategic digital marketing.

ABOUT PATRIOT SERVICES

Patriot Services is a dumpster rental company proudly serving East Tennessee. Based in Knoxville, the company specializes in providing affordable and reliable waste management solutions, including scrap metal removal and demolition services. With a strong commitment to customer satisfaction, community values, and operational excellence, Patriot Services has established itself as a trusted partner for homeowners, contractors, and businesses throughout the region. Their mission is simple: deliver prompt, professional service with integrity—every time.



Our account team at Logical Position has taught us a lot about how we show up online and actually reach new customers, which has made a big impact on our business and ability to serve our customers.

— Nick Mazzarra, Owner, Patriot Services

The Challenge

Patriot Services wanted to increase brand awareness and attract more qualified leads—but like many service-based businesses, the real challenge was gaining visibility with the right audience segments. With a customer base that included contractors, homeowners, and commercial or industrial clients, their targeting strategy needed to be both flexible and intentional.

The biggest hurdle in reaching those goals was a lack of attribution clarity. To scale efficiently, identifying and refining the right signals and data inputs became the top priority.



Roll-Off Ready Strategy



Laying the Foundation: We began with a manually segmented campaign structure tailored to regional demand. This approach provided clear visibility into performance by ZIP code and allowed us to identify high-potential areas for strategic expansion.

Right Dumpster, Right Customer: Using geo-targeting and audience insights, we refined keyword strategies to align with user intent—whether people were searching for dumpster rentals, junk removal, or demolition services. This ensured Patriot's ads reached the homeowners and contractors most likely to convert.

Load It Smart: By structuring campaigns for accurate tracking and streamlined attribution, we improved budgeting decisions in the account. Our focus on high-intent search queries helped drive efficient ad spend and set the foundation for scalable, data-driven bidding.

Scaling with Precision: As performance grew, we gradually implemented bidding automation to improve efficiency and extend reach on platforms like YouTube. Analyzing search term data uncovered opportunities in niche disposal categories, enabling Patriot to tap into new, conversion-rich verticals.

RESULTS

Since partnering with LP, Patriot Services has seen a 40% increase in conversions year-over-year, while decreasing the cost per lead by 30%. Improved tracking and campaign structure gave them the confidence to scale, expanding coverage across more ZIP codes and reaching new customers.

IMPACT

When Patriot Services first partnered with LP, they operated just six dumpsters and served three local counties. Fast forward a few years and they've scaled to over 50 dumpsters and expanded into multiple new service regions to meet growing demand. With a steady stream of qualified leads driven by digital marketing, the team has been able to focus on what they do best—delivering exceptional customer service at every turn.

Tips For Achieving Similar Results

- Know your audience.** Understand the specific needs of your ideal customers and tailor your messaging accordingly.
- Segment campaigns by region.** Local visibility is key—ZIP code-level segmentation helps maximize spend in high-value areas.
- Focus on high-intent keywords.** Don't just target broad search terms; dig into your search term reports to find queries that drive real conversions.
- Build for scalability.** A solid campaign structure and clean attribution model make it easier to improve account efficiency with automation.

Whether you're looking to grow your local service business, expand to new regions, or generate more qualified leads, Logical Position is here to help. We'll build a strategy that drives measurable results—and scales with your business. [Contact us today](#) to see what we can build together.

[Learn More](#)

Ready to Find Out What Makes Us Different?

[GET STARTED NOW](#)



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