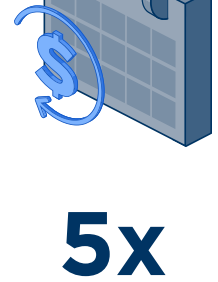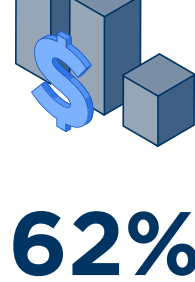PROFESSIONAL SERVICES

Opening the Revenue Faucet for Power Plumbing

KEY METRICS

5x
Return on Ad Spend

62%
CPC Savings

4446%
Increase in Calls from Ads

Power Plumbing Co., a long-standing plumbing company in Portland, OR, turned to Logical Position (LP) for help modernizing its marketing efforts. After years of investing in traditional advertising channels with declining returns, the company needed a strategic partner to reestablish lead flow, regain visibility, and build a scalable foundation for growth.

ABOUT POWER PLUMBING CO.

Proudly serving the Portland metro area for over 40 years, Power Plumbing is a locally owned and operated union shop. Widely recognized for doing the job right and being a trusted source for both residential and commercial plumbing, Power Plumbing was built on a simple promise: Do what we say, when we say we're going to do it, for the price we say we'll do it for.

Backed by a commitment to quality, reliability, and integrity, the company has earned the confidence of the community it serves, one job at a time.

> "We've had a great experience, and they've really helped us address a number of critical issues, that frankly, we're not cut out to handle. We've appreciated the upfront approach and honesty, which is how we aim to operate, so it's not lost on us."
>
> **— Mike Davis, Owner, Power Plumbing**

THE CHALLENGE

Power Plumbing reached out to LP because its Google Business Profile was down. Our team helped them recover access and restore visibility. Power Plumbing's broader challenges included a lack of proper analytics, conversion tracking, and lead attribution, making it difficult to assess performance or optimize spend.
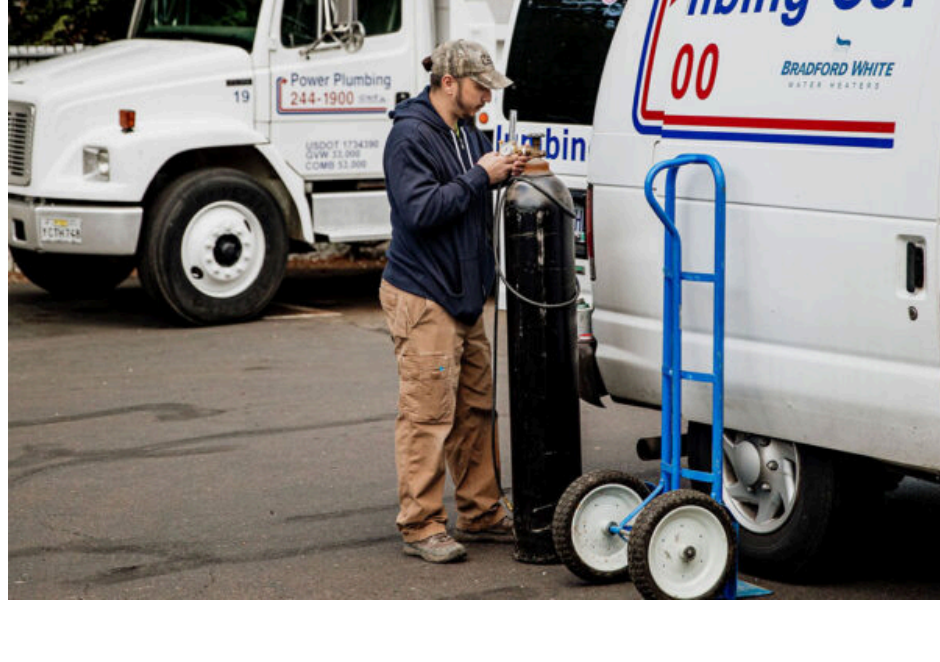
Why Logical Position

Power Plumbing selected LP based on a need for:

→ **Modern lead generation strategies** focused on local service areas.
→ **Transparency in campaign performance** through accurate data tracking.
→ **A phased approach to advertising**, ensuring results before increasing budget.
→ **Hands-on strategic support**, not just ad management.

Our team was able to clearly outline a roadmap that began with stabilizing tracking infrastructure, collecting baseline performance data, and preparing for scalable marketing expansion once a clear ROI was established.

IMPLEMENTATION STRATEGY

Tracking & Infrastructure Setup

LP prioritized the setup of comprehensive tracking tools, including:

- **Google Analytics 4 (GA4)** to monitor user behavior on the website.
- **Google Call Tracking** to measure call-based conversions.
- **CallRail** to centralize and analyze phone lead performance, which is critical for a business where most leads come via phone.

We also worked to regain access to essential platforms and ensure consistency across the business's digital presence, including coordination with their previous SEO provider to reclaim ownership of the Google Business Profile and website. Meanwhile, LP's Web Dev team worked with its existing WordPress site to make adjustments that would improve the user experience and increase conversions.
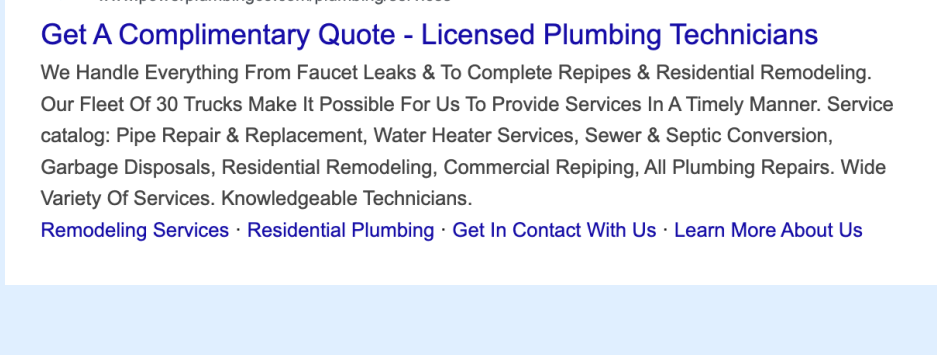
Advertising Campaign Launch

A limited, localized advertising campaign was built to generate service call leads within **5–10 mile radius** of the office.

Key characteristics of the campaign included:

- Focusing on **high-value plumbing services** (e.g., emergency repairs, remodels).
- Avoiding low-margin jobs like **toilet or drain clogs**, which are typically handled by high-volume competitors.
- Using a **lean and efficient ad structure** to maximize return from a modest starting budget.

No product promotions or seasonal offers were included initially, keeping the campaign streamlined for fast iteration. The results didn't happen immediately, but with some patience and incremental adjustments, we found the sweet spot to scale at a pace that matched the profit margins of the business.

Operational Adjustments: CallRail

Since the majority of Power Plumbing's leads come through phone calls, implementing an effective call tracking system was critical. Logical Position recommended and configured CallRail, a platform that provides detailed visibility into inbound call performance and lead attribution.

By integrating CallRail with Google Ads and Google Analytics 4 (GA4), we were able to:

- **Attribute leads more precisely** to specific campaigns, keywords, and ad groups.
- **Monitor and evaluate call quality**, helping us identify which leads were high intent and which were not a match.
- **Track missed calls and team responsiveness**, giving the client operational data beyond just advertising performance.

Most importantly, **listening to recorded calls** surfaced a previously unidentified issue: emergency plumbing leads, which are high value opportunities, were not being booked effectively. By flagging this pattern, Logical Position enabled Power Plumbing to close the gap in serving those customers. This insight allowed the business to improve protocols and convert more high-value leads.

> Coordinating marketing efforts with internal operations is now a key part of how Power Plumbing is driving better results from its advertising spend.

Key Solutions Delivered

| PROBLEM	PROBLEM	PROBLEM	PROBLEM
No analytics or lead tracking	No historical digital data	Outdated Legacy ad spend	Broken Google Business Profile

RESULTS

Since Power Plumbing was essentially new to digital marketing, the growth it has seen is nothing short of transformative. Within the first 3–6 months, the combination of website repairs, campaign infrastructure, and operational adjustments began to pay off in a big way.

The campaigns quickly drove measurable improvements, including a 62% reduction in cost per click and a 26% lift in click-through rate, which significantly expanded visibility. In fact, impression share jumped by 857%, while clicks surged by over 1100%.

Most importantly, those clicks translated into real business impact. Power Plumbing saw a 4000% increase in conversions and an astonishing 4446% increase in calls from ads. By focusing on high-value service lines like remodels and emergency plumbing, the company achieved more than a 5x return on ad spend, building profitable growth instead of chasing volume.

	CTR	CPC	Impression Share	Clicks	Conversions	Calls From Ads
	+26%	-62%	+857%	+1109%	+4000%	+4466%
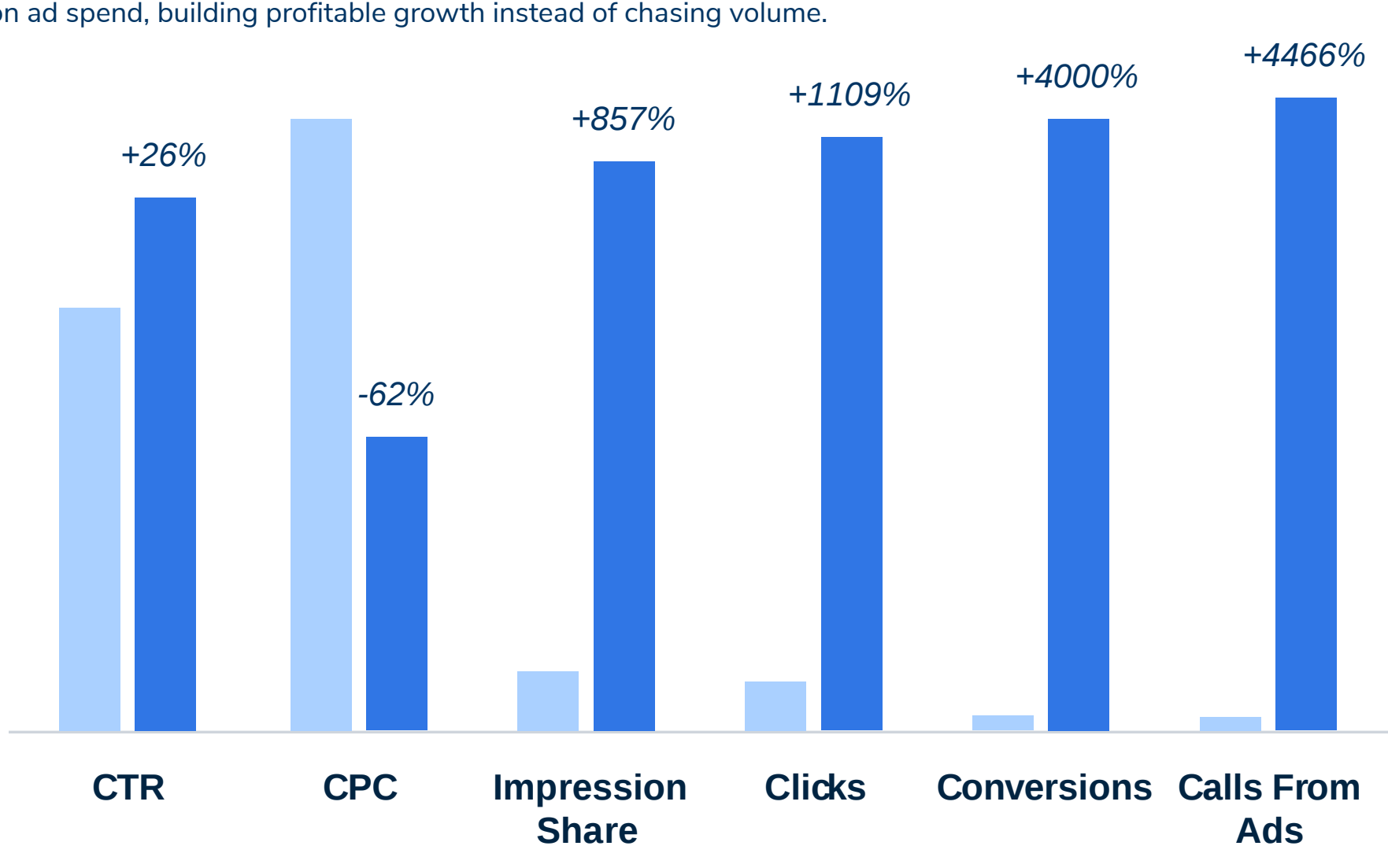
IMPACT

Logical Position successfully established the digital foundation needed to support Power Plumbing's long-term growth. With a solid digital foundation now in place, the team can:

- Monitor campaign performance and call quality.
- Optimize ad spend based on actual lead outcomes.
- Make informed decisions for future budget increases.

As lead quality stabilized and campaign insights accumulated, Power Plumbing is looking to expand the campaign footprint through local SEO to capture more demand.

Tips For Achieving Similar Results

- Use radius targeting to select specific ZIP codes to serve ads
- Log missed calls and reasons leads weren't booked to identify areas of improvement.
- Use negative keywords proactively to avoid paying for unqualified clicks.
- Invest in your GBP to bolster local SEO and encourage customers to leave review.

Is your business tired of flushing advertising budget down the drain? Reach out to our team of marketing professionals to get the job done right—the first time.

Learn More

Ready to Find Out What Makes Us Different?

GET STARTED NOW