

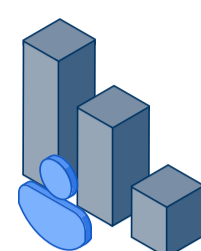


PROFESSIONAL SERVICES

Picture Perfect: How Twin Cities Photobooth Doubled Bookings

Better Together

KEY METRICS



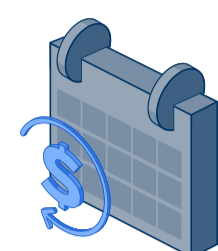
33%

Increase in Conversions



24%

Lower Cost Per Conversion



108%

Increase in Bookings

Starting a successful side hustle is no small feat, especially in creative industries like photography, where visibility is everything, and time is limited. For many aspiring entrepreneurs, a passion project remains just that — stuck in the margins of their full-time job and never reaching its true potential. The challenge lies not only in building a brand from scratch but also in knowing how to invest limited time and resources wisely. Here's how we used a data-first approach to attract the right audience and generate viable revenue for Twin Cities Photobooth.

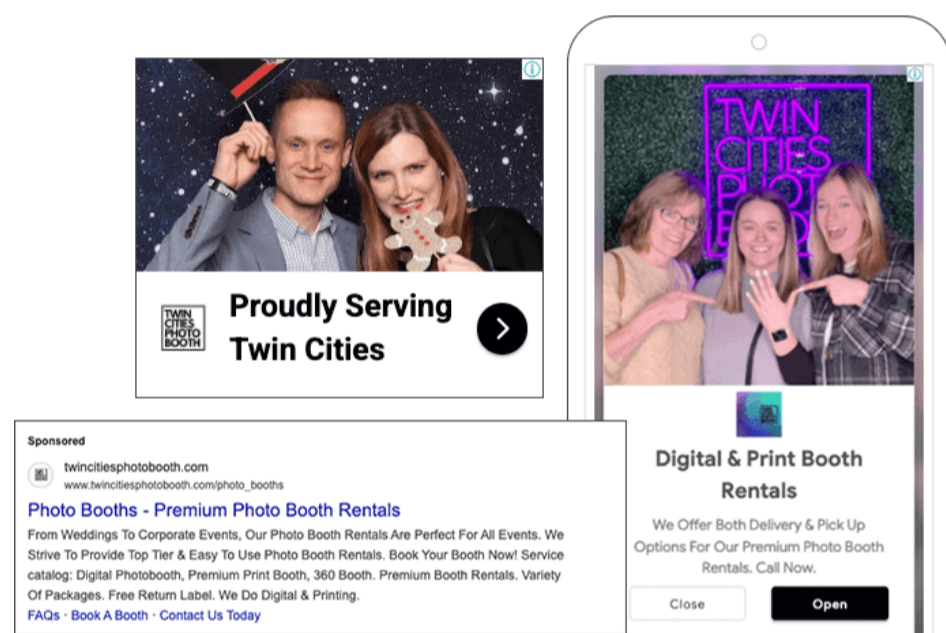
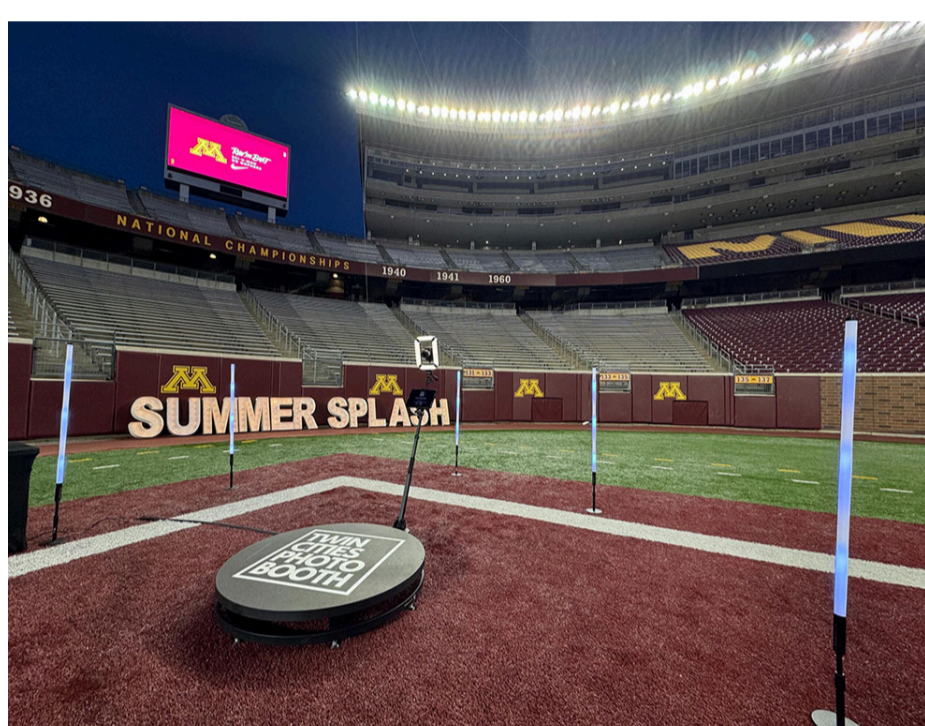
ABOUT TWIN CITIES PHOTOBOOTH

Based in Minneapolis–Saint Paul, [Twin Cities Photobooth](#) specializes in capturing life's most meaningful moments with authenticity and artistry. From weddings to school engagements to corporate events, their work is grounded in a passion for storytelling through compelling imagery. Specializing in photo booth rentals with customizable backdrops and professional service, they bring creativity and professionalism to events of all sizes.



Challenges

Before partnering with Logical Position (LP), Twin Cities Photobooth was managing Google Ads independently but struggled to drive consistent, high-quality leads. A limited ad budget and broad regional targeting across the upper Midwest diluted campaign performance, making it difficult to capture market share effectively. With LP's guidance, the business refined its regional focus to the Twin Cities area, aiming to make a deeper impact in its immediate market.



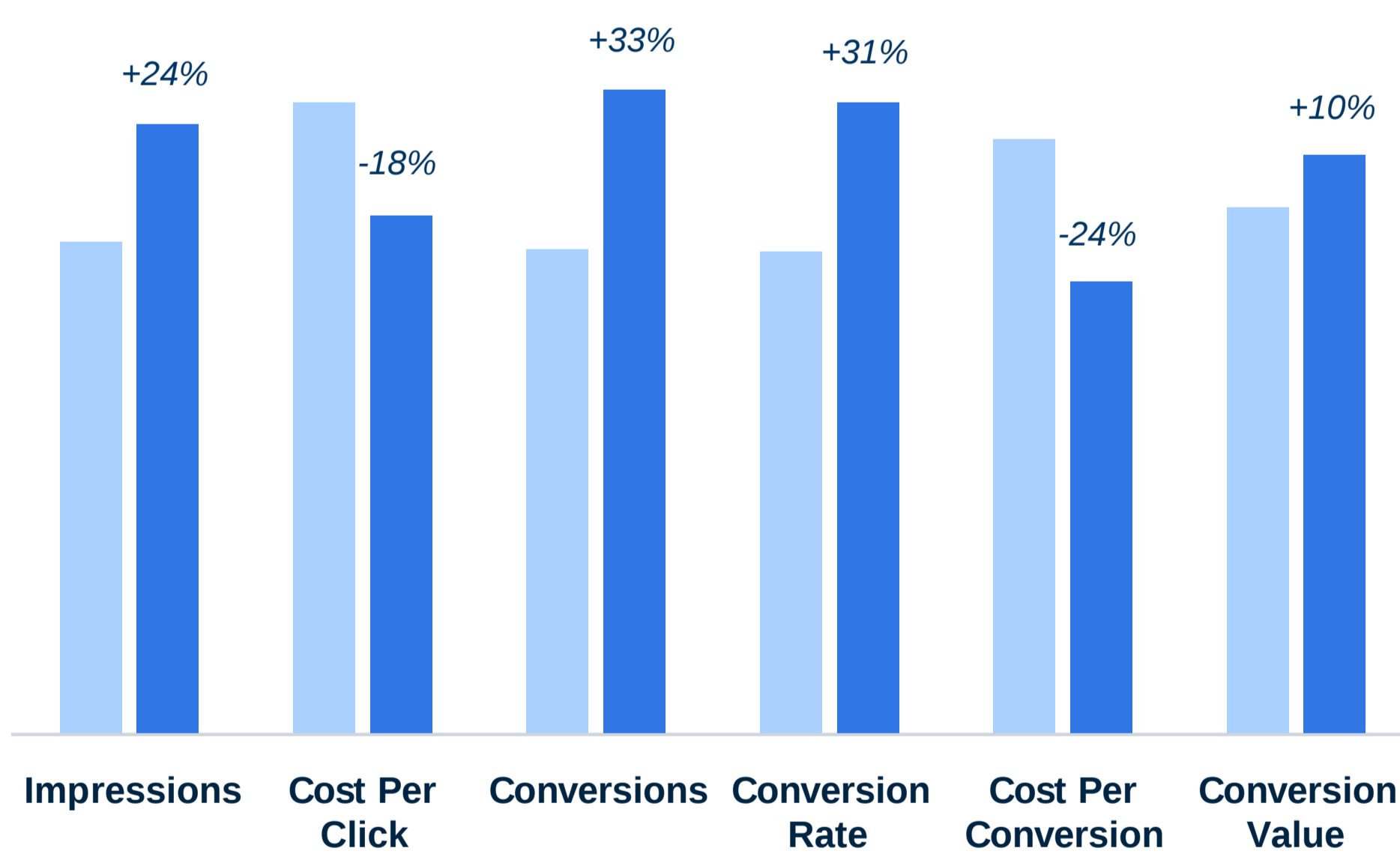
Strategy

Logical Position implemented a lean, results-driven Google Ads strategy focused on non-branded search terms. Using single keyword ad groups (SKAGs) and a simplified campaign structure, LP launched three high-performing campaigns: rentals, location-specific, and high-volume search. These remain active due to their continued success.

While LP later expanded efforts to Microsoft Ads, the core strategy required minimal adjustments over time. Campaigns are tracked as lead generation, not e-commerce, and continue to be limited by a conservative budget, leaving untapped potential on the table despite impressive growth.

RESULTS

Twin Cities Photobooth's advertising campaigns showed significant year-over-year increases comparing Q1 2025 with Q1 2024:



The cost per conversion decreased significantly, while the number of impressions, clicks, and conversions experienced positive growth, indicating improved efficiency.

IMPACT

Six months into the partnership, Twin Cities Photobooth strategically narrowed its focus from a five-state region to the Minneapolis–Saint Paul area, boosting efficiency, ROI, and local brand visibility. Digital marketing played a key role in providing operational clarity, helping the business scale ahead of schedule. With nearly double the number of photo booths and a revamped, user-friendly website showcasing their portfolio and top-rated reviews, Twin Cities Photobooth has solidified its presence as a leading local provider and is now poised for sustained growth.

Tips For Achieving Similar Results

- Focus on High-Intent Search Campaigns:** Prioritize non-branded search ads targeting customers actively looking for your services.
- Keep Your Strategy Simple and Scalable:** Use a clean campaign structure (like SKAGs) that's easy to manage and optimize over time.
- Align Your Marketing with Business Goals:** Communicate clearly with your marketing partner to ensure strategy supports your evolving vision.
- Invest in a User-Friendly Website:** Showcase your work, highlight reviews, and make booking easy to improve conversions and local visibility.

Is your side hustle ready for the limelight? If so, reach out to our team of digital marketing experts to schedule a complimentary account consultation and learn how we can help streamline your customer acquisition efforts.

[Learn More](#)

Ready to Find Out What Makes Us Different?

[GET STARTED NOW](#)



1-888-534-1524 | info@logicalposition.com

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