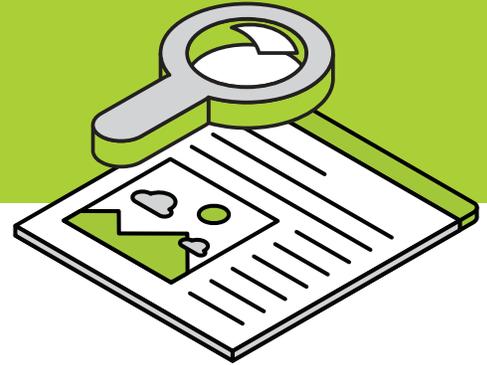




case study



# m3 Fuels Staggering 611% Increase in Calls for Rainbow Muffler & Brake



With six locations throughout the greater Cleveland area, Rainbow Muffler & Brake wanted to establish itself as the region's expert in automotive repair. Since 1980, Rainbow has provided high-quality, affordable car repairs, with an emphasis on muffler and brake services. Its range of services also includes heating and cooling systems, wheels and tires, shocks and struts, belts and hoses, diagnostics and more.

## the marketing challenge

Since it could not compete as the lowest-priced option or as a big-name competitor, Rainbow often got lost somewhere in between the two extremes.

The company wanted to drive web traffic to its sites and Facebook page, and to increase the number of phone calls it received each month.

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Rainbow reached out to madison/miles media (m3) in 2017 after working with several other marketing companies — none of which had been able to deliver the results they wanted. madison/miles media drove more than 600% growth in both traffic and phone calls, exceeding the client's expectations.

## how we helped

To help the company reach its objectives of increasing web traffic and phone calls, m3 focused on three main areas: website, pay-per-click (PPC) advertising and SEO.

### website

Rainbow had one main website, as well as individual sites for each location. All of the sites were outdated in terms of content and design, and they lacked the kind of engaging content needed to drive traffic. Although the sites ranked for their own name (that is, when a searcher used the company's name), they lacked keywords to help draw in leads.

By merging all six sites into one, madison/miles media created a single landing point for customers. This made it faster and easier for customers to find the best location for them and provided an immediate overview of the services Rainbow offered.

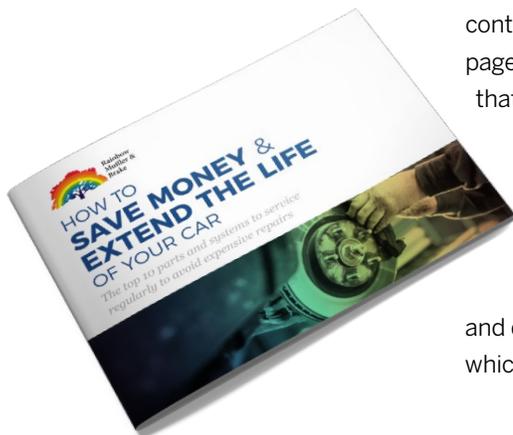
We also added a blog and began creating relevant, informative posts several times a month. The keyword-rich articles attracted and engaged potential customers and provided insights into how Rainbow Muffler & Brake could meet their automotive needs.

### SEO

Search engine optimization factored heavily into the creation of the website content. In addition to the blog, madison/miles media created multiple service pages to showcase specific services offered by Rainbow and linked to locations that offered those services.

### PPC

madison/miles media created a pay-per-click advertising strategy for Rainbow, which brought more qualified traffic to Rainbow's website and increased the number of calls the locations received each month. We wrote and designed an e-book called *How to Save Money and Extend the Life of Your Car*, which helped capture even more leads.





611%

increase in phone calls:

Sept. 2017 — 1,042

July 2020 — 7,411

## the results

The new focus on the website, SEO, and PPC paid off for Rainbow almost immediately. Within two months of working with madison/miles media, the company saw its volume of phone calls increase by 275%. Within five months, that number had nearly doubled, with the company receiving more than five times as many calls as it had averaged in the past.

The positive trend has continued. When Rainbow Muffler & Brake began working with madison/miles media, they received 1,042 phone calls a month. In July 2020, Rainbow received a record high number of calls — 7,411 — and it continues to average more than 6,000 calls per month.

Website traffic also spiked rapidly with the implementation of SEO and the creation of the new blog and e-book. More importantly, Rainbow continues to gain new customers and maintains strong momentum.

Before working with m3, Rainbow's website had 1,407 visits a month. In May 2020, it logged 11,614 web sessions, and in May 2021, it attracted an incredible 84,042 web visitors — a year-over-year growth rate of 623%. That marks an increase in traffic of more than 5,873% in the past four years.



Are you considering an SEO or PPC strategy to boost your revenue?

Call us at (817) 908-7827 for a free consultation.

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