



Case study

Dust Queen Maid Service

Dust Queen is a cleaning company that has served Edmonton since 1989.



PAST STATE
Dust Queen wasn't happy with their previous service with a marketing agency, which they saw as disconnected from their brand. Dust Queen desired a more personal touch to their marketing with a strategy that fit their business goals.

The Nimble Solution

In 2020, Dust Queen signed on to Nimble's Paid & Organic Search programs, Paid & Organic Social Media programs, and Display Marketing program. Nimble's marketing program focused on the human touch in their cleaning packages, highlighting specifically their comprehensive and antimicrobial cleaning in the age of COVID-19.

+187% PAID USERS	186% increase in Paid users on site from Nimble programs by reallocating ad spend and introducing higher funnel programs to drive more qualified lower funnel traffic.
+37% SOCIAL CPC	Nimble Paid Social CPC improved by 37% by following best practices, improving targeting and setup and using engaging, animated ads.
↑ SEO & CITATIONS	Lowered total on-site SEO issues from 130 to fewer than 10, while claiming and updating 40 citations around the web.
+70% ORGANIC TRAFFIC	Overall organic traffic increased by 70% as a result of ongoing SEO updates.
TOP 3 ORGANIC KEYWORDS	Improved ranking for organic keywords related to Residential Cleaning Services from position #7 into the top 3.
200+ WEEKLY USERS	Consistent 200+ weekly organic users, nearly doubling their previous state.

♥ Social Media
Leveraging both paid and organic social media, this solution reached a broad audience of homeowners in and around the Edmonton area.

👉 Pay Per Click
Nimble worked with Dust Queen to adjust budgets and keywords to keep them competitive in Search and more visible for their potential customers.

👁 Display Ads
Nimble crafted a message that highlights Dust Queen's unique touch in their cleaning packages, and designed bright, appealing visuals using professional pictures of their cleaning technicians in action.

“What a relief to work with a company who can handle all our digital marketing and advertising needs “under one roof!” Their knowledge and expertise are exceptional to say the least.”
- Dust Queen

