

## THE CHALLENGE

Atomic Plumbing had a goal to increase their overall footprint in the Virginia Beach, Chesapeake & Norfolk markets. Starting out, they had a total of (4) trucks but wanted to grow that number and the total number of employees. Not only did Atomic Plumbing face the problem of trying to grow, no one knew who they were.

## THE SOLUTION

After developing the messaging, voice and style of the Atomic Plumbing brand we began TV advertising with a relatively small budget. Almost immediately we started to gain traction growing revenue and the number of employees.

It wasn't long before we increased the TV advertising budget in order to garner more frequency across the greater Hampton Roads area. We then began search engine marketing with Google & Bing to further solidify our brand awareness and generate leads as users actively searched for plumbing help online.

**SERVICES TO ACCOMPLISH THE GOAL**

VIDEO PRODUCTION

MEDIA PLANNING

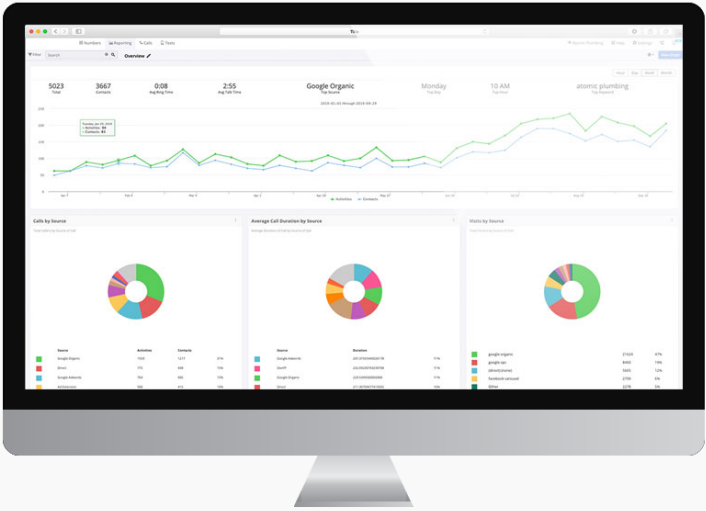
## THE RESULTS

Since Atomic Plumbing began working with Primm, they have seen their weekly calls increase 130%. Their top-line revenue is up 33%, and their total online conversions are up 225%. All of this has helped them to grow from 4 trucks to 14, allowing them to better serve their community. At Primm it isn't about achieving empty impressions – it's about creating real growth for your business.

**130%**  
INCREASE IN CALL VOLUME

**+10**  
WORK VEHICLES

**33%**  
INCREASE IN REVENUE



## CLIENT TESTIMONIAL

"We have used Primm to do our TV marketing for more than 7 years and they have done a fantastic job. They just started doing our digital work and are doing just as good on that. They have consistently increased call count month after month. They are very easy to work with and they keep me up to date with everything that is going on. I highly recommend you give them a call."

–Jim Steinle (Owner)

