

Facebook Ads, Google Ads, & SEO for Limousine Service

PROJECT DETAILS

Digital Marketing

Nov. 2012 - Ongoing

\$200,000 to \$999,999

"They're always able to keep up with my fast pace."

PROJECT SUMMARY

Cato Marketing provides digital marketing services for a limousine service. Their work includes Google and Facebook Ads management as well as other SEO strategy efforts.

PROJECT FEEDBACK

Cato Marketing's work meets all expectations. The team is communicative, fast paced, and easy to work with. Customers can expect tangible results from a group of seasoned professionals.



The Client

Introduce your business and what you do there.

I'm the president of a limousine service that specializes in wedding transportation.

The Challenge

What challenge were you trying to address with Cato Marketing?

I wanted to advance my company with modern marketing.



Mike Rozenbaum
President, Moonlight Limo



Transportation



1-10 Employees



Saddle Brook, New Jersey

CLIENT RATING

5.0

Overall Score

Quality: 4.5

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

They do Google Ads and Facebook Ads campaign management. Sometimes they do adjustments with our site for SEO. They provide strategy too, and we're able to bounce ideas off of each other.

What is the team composition?

I work with one person from their team?

How did you come to work with Cato Marketing?

My friend used them in the past, and they referred them to me.

How much have you invested with them?

We've spent over \$200,000.

What is the status of this engagement?

We started working together in November 2012, and our work is ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We're a small company and I see the direct impact pretty quickly. The results look like incoming calls and other leads. I don't track everything but working with them is effective.

How did Cato Marketing perform from a project management standpoint?

We communicate via Skype and email for communication. We take a look at the data on view, clicks, and traffic pretty regularly.



What did you find most impressive about them?

Lack of patience is one of my weaknesses. It's great that they have availability for me so I don't have to wait. It's also nice to have a dedicated person. They're always able to keep up with my fast pace.

Are there any areas they could improve?

No, I'm a very satisfied customer.

