

The Event Rental Guys Case Study

August, 2023

The Challenge

TheEventRentalGuys.com, a party rental company, faced the challenge of establishing their presence in the competitive event rental industry. With numerous existing players in the market, the company needed to find a way to stand out and attract potential customers. They needed assistance with their PPC (pay-per-click) advertising, SEO (search engine optimization), and website design to increase visibility and drive growth.



How SocialLynx Addressed the Problem

To address the problem, The Event Rental Guys turned to SocialLynx, a leading marketing and consulting agency specializing in the event rental industry. SocialLynx provided comprehensive solutions to enhance the online presence and boost the marketing efforts of theeventrentalguys.com.

Firstly, SocialLynx provided website design consultation to theeventrentalguys.com. They enhanced the website's functionality, user experience, social proof, and overall aesthetics to create a compelling online presence. The improved design and seamless navigation made it easier for visitors to explore the company's offerings, driving increased engagement and conversion rates.

Additionally, SocialLynx conducted a thorough SEO analysis for theeventrentalguys.com.

"When we launched TheEventRentalGuys.com, our vision was clear - we wanted to offer an unparalleled service that would resonate with our clients. But without the right online strategy, even the best services can get lost in the noise. That's where SocialLynx stepped in. Their tailored solutions, from website design to SEO to PPC, were a game-changer. In just six months, seeing our monthly revenue jump from \$0 to \$40k was beyond our wildest expectations. Behind those numbers is a dedicated team at SocialLynx who understands our industry, our business, and most importantly, our vision. Their support has positioned us as a key player in New Jersey's event rental scene. If you're looking to amplify your online presence and drive real results, look no further than SocialLynx."

-Grovert Fuentes, The Event Rental Guys.

They used the analysis findings to optimize the site's content, meta tags, internal linking, URLs, and overall structure. This mix of technical SEO and on-page optimization led to improved search engine rankings. The amplified organic traffic and increased exposure to a broader audience led to an increase in event rentals in the area.

Furthermore, SocialLynx implemented multiple targeted PPC campaigns for theeventrentalguys.com. By leveraging strategic keywords, geo-targeting and optimizing ad assets, they ensured that the company's advertisements appeared prominently in relevant local search results. This significantly increased the company's visibility among potential

customers actively looking for event rental services.

Throughout the process, theeventrentalguys.com faced challenges such as intense competition, shifting market trends, scaling the business logistically, and evolving customer expectations. However, SocialLynx's expertise and ongoing support helped navigate these obstacles effectively.

The Data

The results achieved by theeventrentalguys.com through SocialLynx's solutions spoke volumes:

Website Redesign: The website design consultation provided by SocialLynx resulted in:

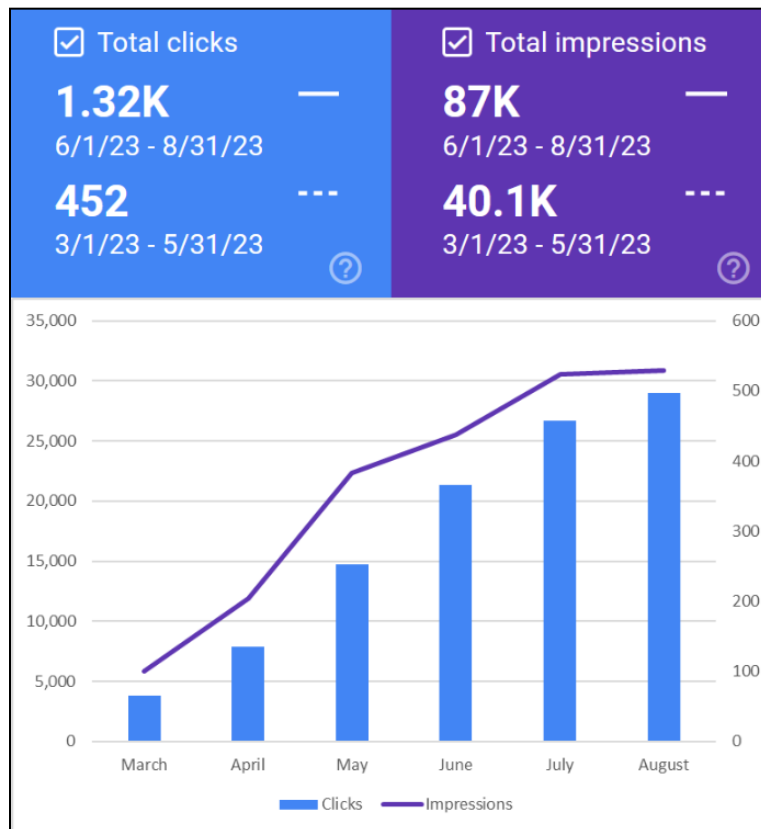
- 37% increase in engagement rate
- 63% increase in average engagement time per session

SEO: The SEO optimizations implemented by SocialLynx led to:

- 665% increase in number of search terms theeventrentalguys.com ranks for
- 192% increase in organic traffic to the site, helping them reach a wider audience

PPC: The targeted PPC campaigns led to a:

- 14.8% click-through rate
- 1,601% increase in qualified leads generated



The Results

Through SocialLynx's comprehensive solutions, theeventrentalguys.com experienced remarkable success within its first year:

1. **Revenue Growth:** The combination of effective PPC, SEO, and website design resulted in going from \$0 to \$40k monthly revenue in 6 months. This growth can be directly attributed to the enhanced online presence, increased visibility, and improved user experience.
2. **Market Differentiation:** Theeventrentalguys.com successfully positioned itself as a leading player in the event rental industry in New Jersey, standing out among the competition. The targeted marketing efforts and improved website design helped create a unique brand identity and build trust with potential customers.

Conclusion

Theeventrentalguys.com's journey from a new, unknown party rental company to a flourishing business in the event rental space is a testament to the power of SocialLynx's expertise. By leveraging PPC, SEO, and effective website design consultation, the company overcame industry challenges and achieved remarkable growth.

Today, The Event Rental Guys continues to thrive, fuelled by the success experienced in their first 6 months. Their story is an inspiration to party rental companies looking to make a mark in the industry. SocialLynx's proven track record of driving success for other party rental companies makes them the go-to choice for driving growth and ensuring a prosperous future.

To schedule a call with us and unlock your party rental company's potential, [get in touch with us here](#). Don't miss out on the opportunity to transform your business, just like The Event Rental Guys did.