Book Home Maintenance Services Conveniently

FIX A HOME

www.fixahome.com
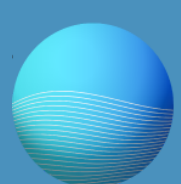
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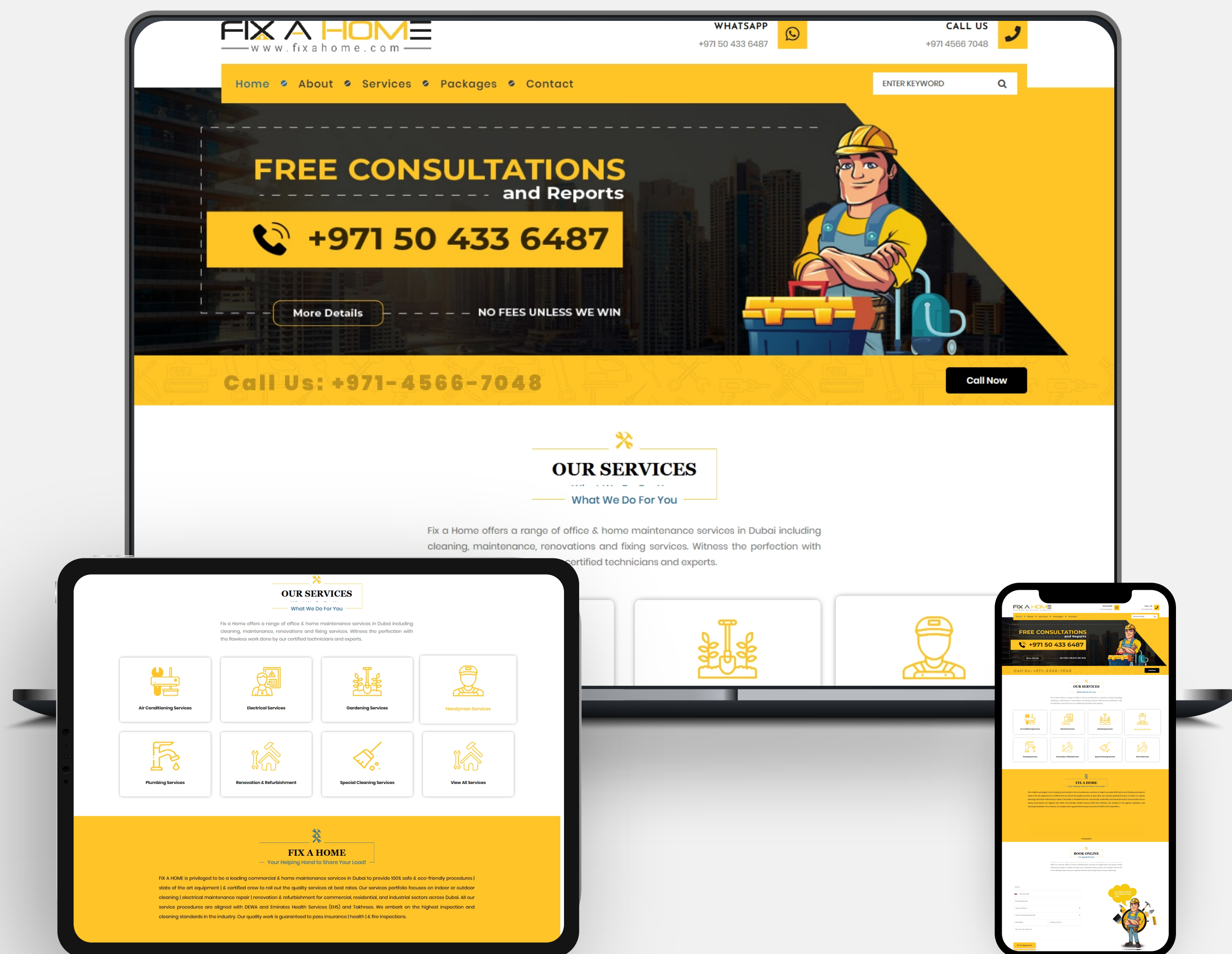
TECH BAY SOLUTIONS CASE STUDY

About Fix a Home

Fix a Home is a renowned company that provides commercial and residential maintenance services in Dubai. All their services are aligned with DEWA and EHS. Their technicians are trained and have all the certifications required to practice their skill.

Fix a Home Problem Areas

Fix a Home had following concerns regarding their online presence:

• The old site was difficult to navigate and led users to incorrect pages.

• The lead generation strategies were archaic.

• The company lacked digital presence.

Web, iOS, Android,

Full stack engineering,

Social media management,

Branding and PR,

UI/UX, SEO, PPC

Techbay's Strategy

Below are the three-step methodology that we have studied carefully and constructed well:

- Create an information architecture for a user-focused and responsive website.

- Build a cross-channel strategy for lead generation including Google Ads, Facebook Ads and Instagram Ads.

- Create a strong social media plan through in-depth market research and competitor analysis.
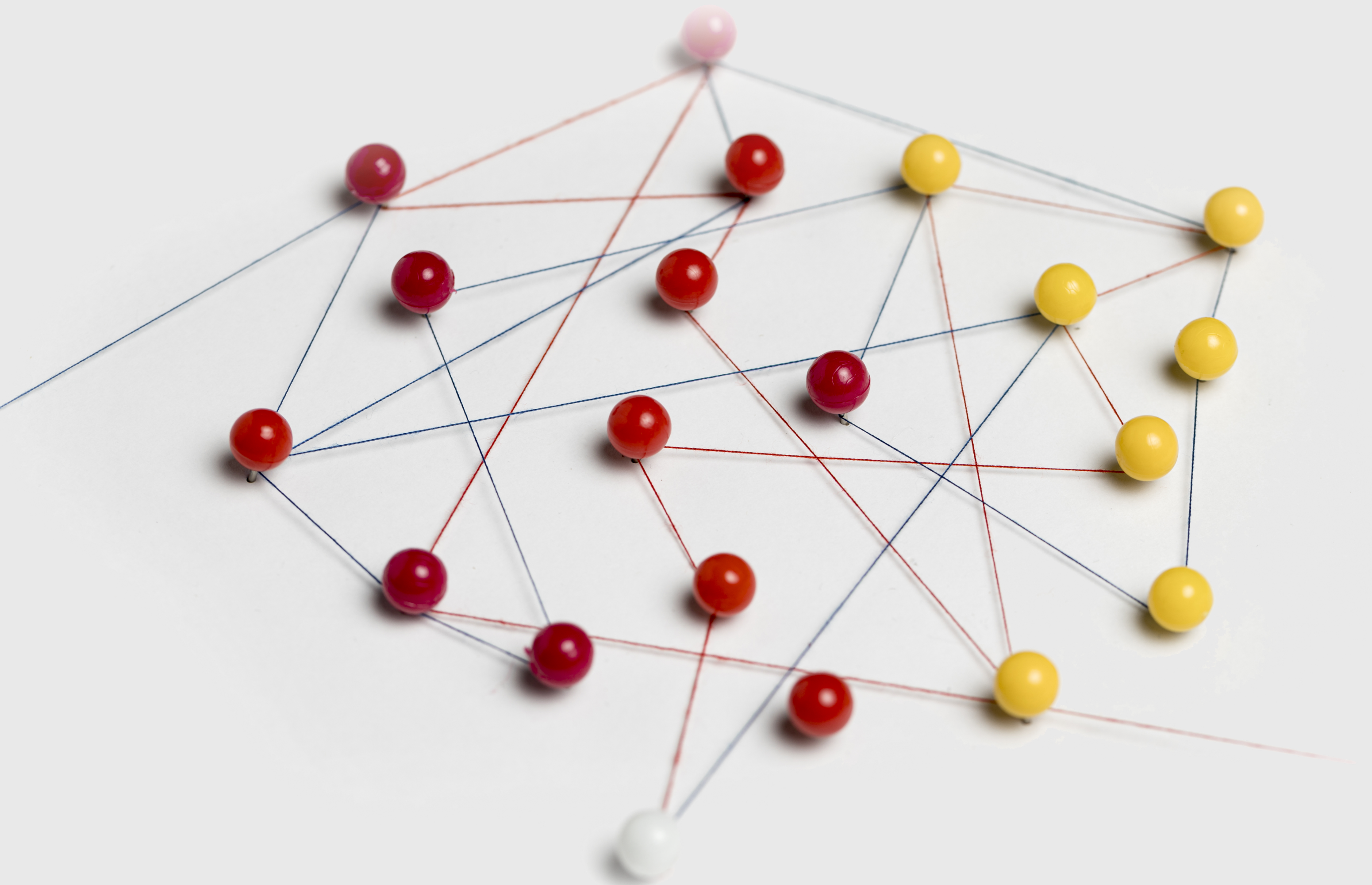
Techbay Solutions Action Plan

UI/UX Design and Development

First priority was to form a smooth user experience for Fix a home website. In order to accomplish the set goal, we took the following steps:

Prototyping

Our team developed an organised content strategy to manage the content flow of website efficiently. The designers focused on creating a layout which didn't overwhelm the user with information. The pages led users to the right information, making navigation easier.

Style Concepts

Our team modernised the logo, theme and typography of the web design to harmonize with the persona of the brand. All these details created a highly intuitive and mobile responsive website design that catered to all of our client's demands.

Website Development

In terms of website development, our proficient team engineered a reliable and scalable solution for Fix a Home to meet their growing business needs. To ensure that the website works well, we took the following steps:

- PHP language-based WordPress Framework was used to develop the website.
- My SQL was used to manage the website data effectively.
- Customisation of online booking with the option of live chat was introduced to the website.
- To spread the campaigns widely through social media, Techbay integrated social media and WhatsApp plugins to the website.

With innovative engineering, we built a responsive website accessible through multiple devices.
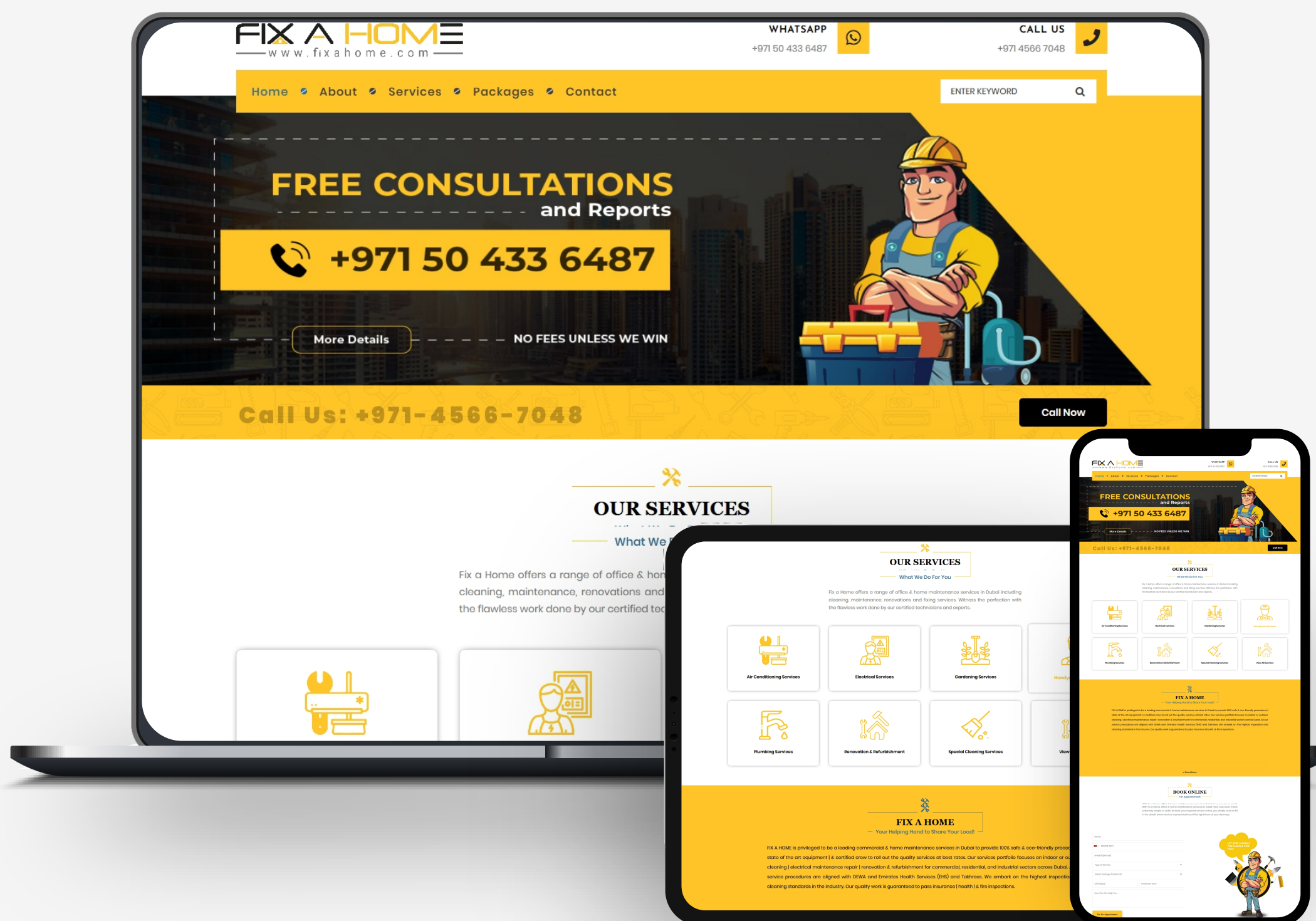
Branding & PR

In order to introduce Fix a Home as a consultant in home maintenance services, Techbay Solutions developed a new branding and PR strategy.

- A new logo was designed, and a character named Bob was created to represent the company's certified technicians as part of the PR strategy.
- We developed visual concepts, including a colour palette, and novel typography capturing the new brand identity.
- Our team produced original photography and videos to showcase company services authentically.

The strategy for the visual identity was to develop a distinctive brand image among the other big names in the industry.

Digital Marketing

We partnered with Fix a Home team to construct a digital strategy that described their vision and achieved their goal.
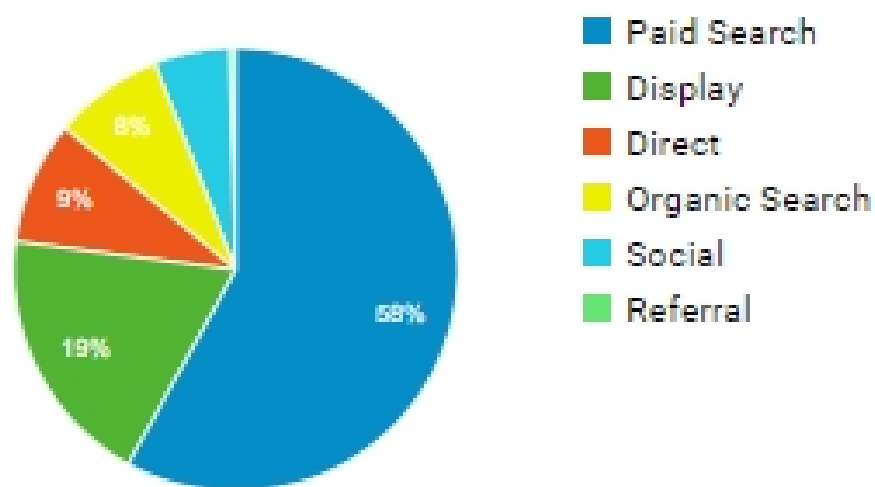
Search Engine Optimization

The technical implementation of search engine strategies is imperative for expanding a business. The SEO strategy for Fix a Home included:

- Technical audits
- Off-page backlinking campaign
- On-page meta

Social Media Campaigns also played an essential role in overall SEO implementation and helped increase the website traffic.

Top Channels

- Paid Search
- Display
- Direct
- Organic Search
- Social
- Referral

58%
19%
9%
8%

Users

Users

1,000

500

September 2020   October 2020   November 2020

PPC (pay-per-click)

Techbay developed engaging and informative creative ads to capture the attention of potential customers. We carried out a complete keyword analysis, discussed PPC Ads + extensions with the client. Accordingly, we focused on the following:

• Search Ads

• Display Ads

• Re-targeting Ads

Our ads were designed around Fix a home's unique selling points such as complete cash back guarantee and 45-minute response time. Over a period of 3- months, we were able to increase engagement and ROI with a limited budget drastically.
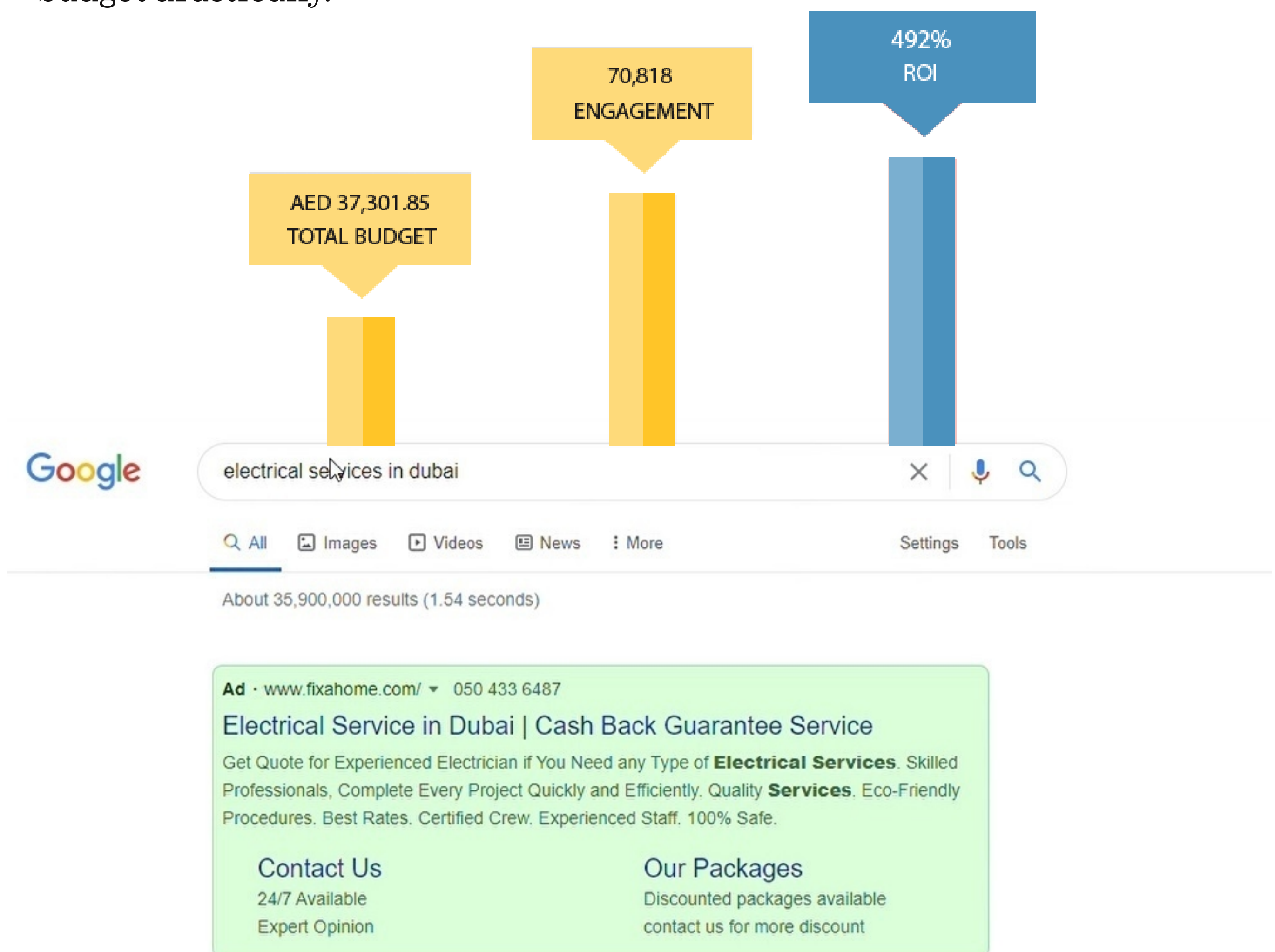
Social Media Management

SMM being one of the most in-demand marketing tools, it requires a precise methodology. We tailored a strategy to revive the social media accounts according to current trends.

- Our team conducted extensive market research to understand social media trends.
- Fix a Home social content focused a lot on educating the audience with captivating graphics.
- Based on user behaviour we created a weekly publishing schedule around user engagement peak hours.
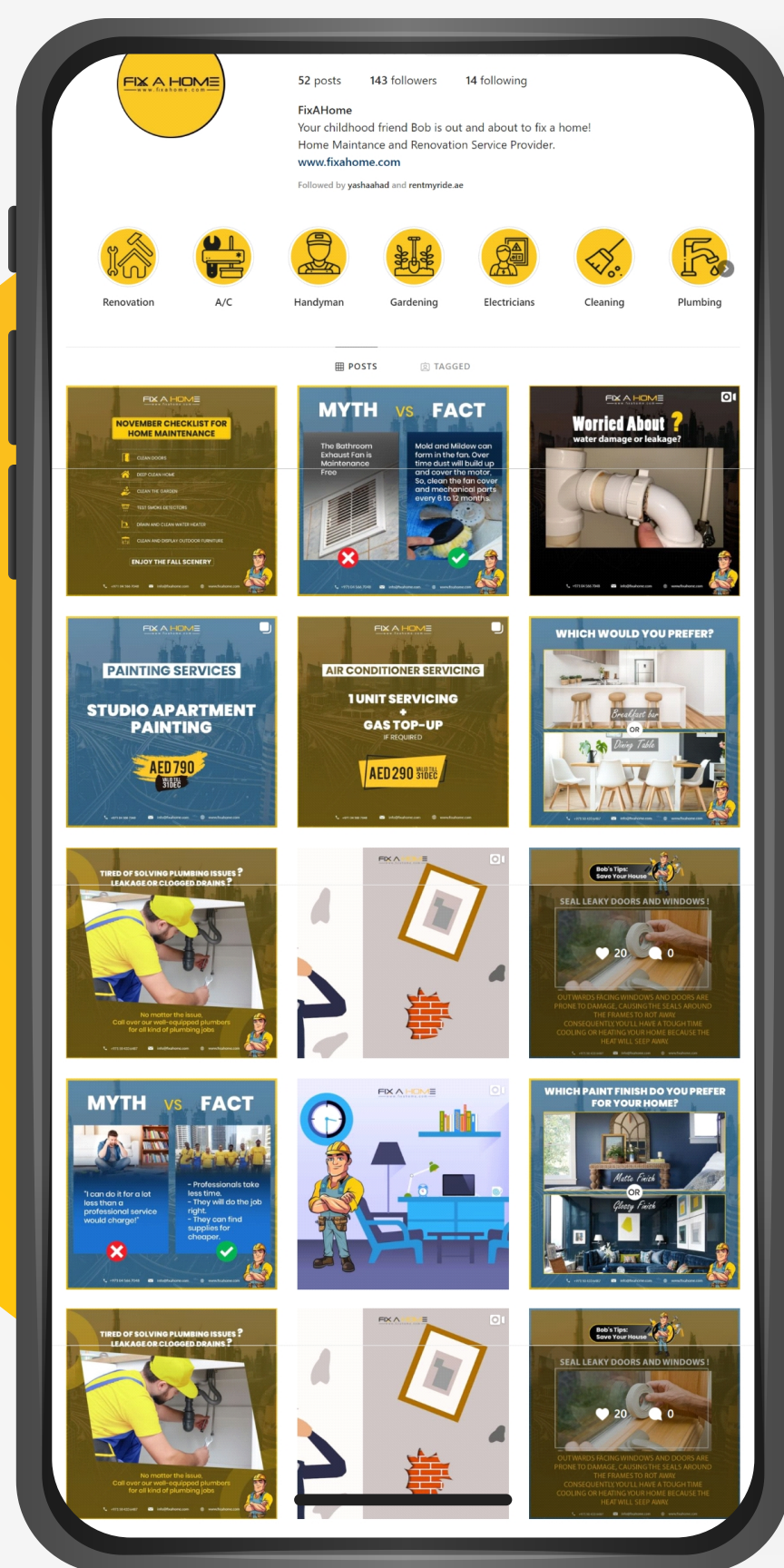
Paid Campaigns

We ran paid campaigns, including engagement ads, to increase followers. Highlighting the company's unique selling points, we focused on the following ads:

• Re-targeting ads
• Lookalike ads

Through paid campaigns, we were able to increase Fix a home's social media reach, impressions and ROI.

3-Months Results of Paid Social Media Campaign

Reached	**43,618 users**
Impressions	**211,383**
ROI	**453%**
Total Budget	**AED 2,176.65**
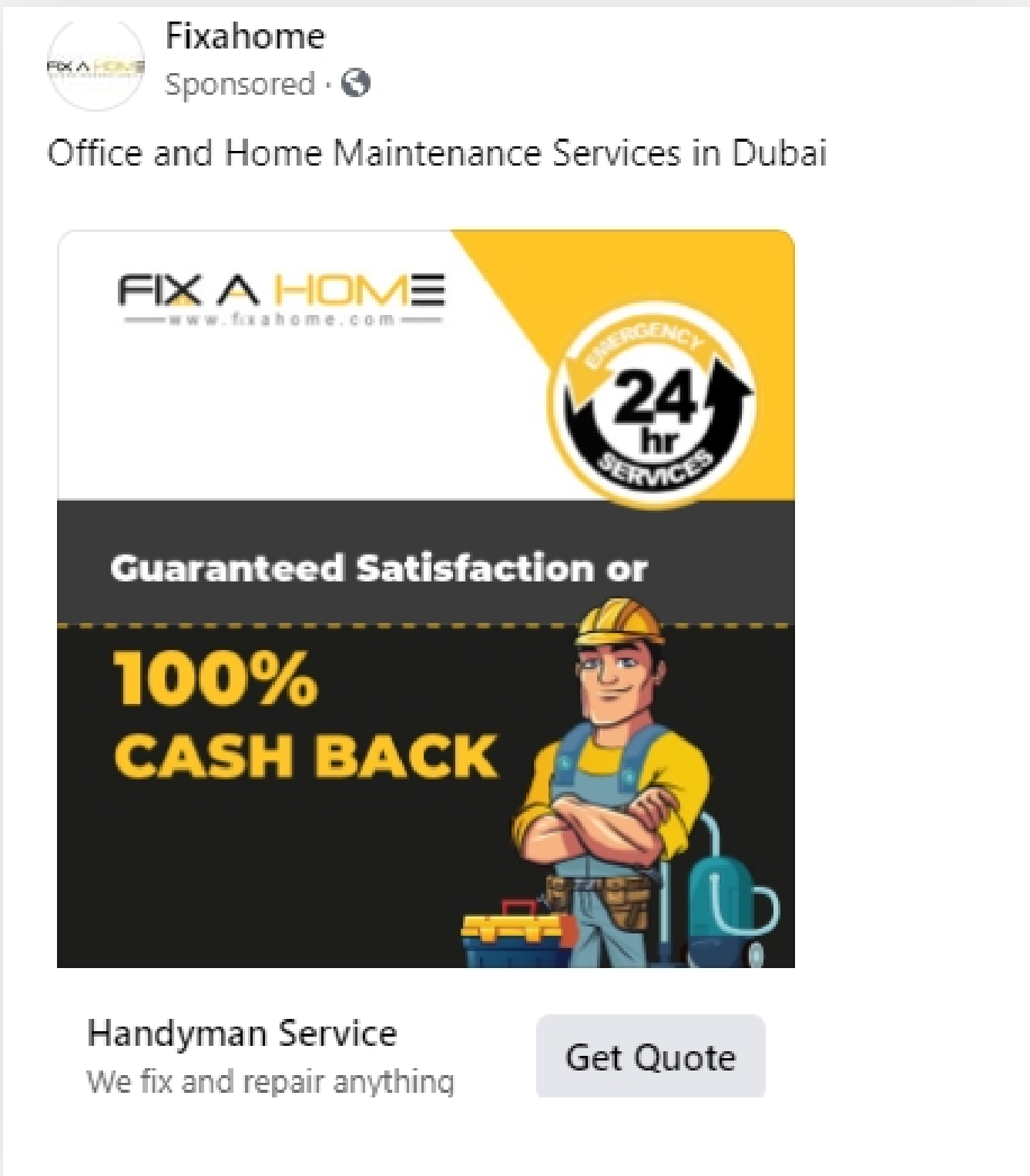
Results

With Techbay Solutions services, Fix a Home was able to reach its targeted audience. Customers are able to book a service online with ease through a secure online payment solution. Techbay designed and delivered an end result which helped Fix a Home to communicate its brand story successfully.