Waste Rentals Digital Marketing

CASE STUDY | Custom website and digital marketing drive traffic, qualified leads, and sustained growth.

CLIENT OVERVIEW

Waste Rentals is a local, woman-owned family startup that provides portable restroom solutions in the Arizona Valley, which includes Phoenix and the surrounding area. Their mission is to not only supply clean and easy-to-use equipment but also outstanding customer service to match.

THE CHALLENGE

As a new company, Waste Rentals first needed to establish its brand.

The initial task was the creation of a logo. For this, they put their trust in the experts at Adventure.

The family that owns and operates Waste Rentals is proud of their Norwegian heritage and requested a Viking theme for the logo. Our graphic designer created six logo options that incorporated a Viking crest with a red, white, black and gray color scheme. From there, the options were narrowed down and edited to the customer's preferences until a winning logo was selected. We also provided a black-and-white version of the logo for flexibility in circumstances where a one-color logo would work better than a multi-color logo.

STRATEGY EXECUTION

With the logo finalized, Waste Rentals turned its attention to building its digital presence, beginning with a website. They opted to utilize PRO Marketing website design and development that we offer in conjunction with our client PolyJohn. Waste Rentals selected one of our starter templates to get the project underway, but we completely customized it to the final result. We provided:

- **Custom-Written Copy Throughout the Website**
- **Custom-Created Blog Content (12 Posts)**
- **Custom-Designed Hero Images**

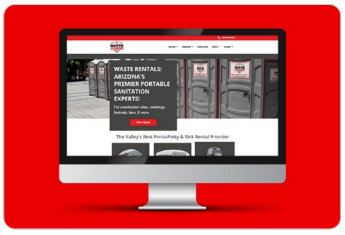
The hero images required extensive Photoshop work. We started by downloading royalty-free stock background images of outdoor areas that fit the expected scenery of the Arizona Valley. Because Waste Rentals was still in the process of acquiring portable sanitation equipment for their business, we had to improvise to be able to incorporate product photos before the site launch. The portable toilets they ordered had red corners and vent screens and would have custom decals applied to them. Our designer utilized stock images of PolyJohn's products and edited them as necessary to replicate the products Waste Rentals would be offering.

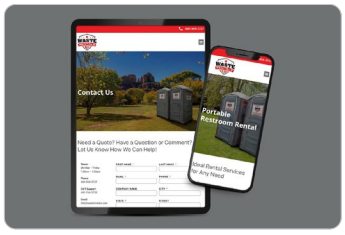
Once that part of the process was complete, our designer combined the background and product images to create a unique hero image for each page. It took a lot of work, but the images add great visual appeal to the site and help promote Waste Rentals as "The Valley's Best Porta-Potty & Sink Rental Provider."

Another way we helped the Waste Rentals team promote their business was by designing digital billboard ads for them. We created four different concepts that showcased the company's logo, products and contact information. The client will have the opportunity to showcase each version on digital billboards in the Phoenix area to prevent ad fatigue.

THE RESULTS

- **86%** Increase in Local Map Rankings for primary keywords
- **94.4%** Increase in Local Map Rankings for branded keywords





To learn more about our website + SEO work for Waste Rentals, including "phase 2" website updates and the positive impact our tactics have made on the business's Google rankings, check out the Waste Rentals Website Case Study.

For more information on Porta Potty Marketing Packages for your operation, visit proportapottymarketing.com.