

Case Study: How SmartDrainUK Stopped Wasting Money and Started Seeing Real Results

When SmartDrainUK first approached us, they had one major concern: they'd spent a fortune on marketing in the past and seen very little return. They wanted a no-BS, easy-to-work-with agency that actually understood what they needed. We don't do fluff, so we got straight to work.

The First Attempt: Google Ads

Initially, we set up Google Ads to bring in leads. But after a few months, we could see it wasn't the best route for them. Instead of pushing them to keep spending (like many agencies would), we did the opposite.

We told them the truth - Google Ads wasn't working for them, and we needed to pivot.

The Winning Strategy: Website & LinkedIn Content

After ditching the ads, we shifted focus to where they'd get real results:

- ✓ Brand-new website – Designed from scratch with strong copywriting that got instant approval from the client.
- ✓ LinkedIn content strategy – Engaging posts that started generating high-quality leads from the very first post.

The Results? Instant Impact.

- ✓ A slick new website that perfectly represents their brand.
- ✓ A LinkedIn strategy that brought in leads from day one.
- ✓ A client that finally feels like they're investing in marketing that actually works.

What SmartDrainUK Had to Say

"Dealing with Spaghetti has been a breath of fresh air. They listen to what you want and don't try selling you a load of BS. They're straight talking and a pleasure to work with. Would recommend Todd and the gang to anyone running an SME." Richard Pash.

The Takeaway

Not every marketing tactic works for every business. The difference? We tell our clients when something isn't working. SmartDrainUK wanted honesty, strategy, and real results - and that's exactly what we delivered.

☛ Want a marketing team that tells it like it is? Let's chat.

