



## The Yelp advertising program helps Mahalo Consulting stand out

### Background

Mahalo consulting is a full-service digital marketing boutique agency based in Redondo Beach with a location in Lahaina, Maui. Founded by Diana Giess, they mainly service clients with high transaction values, like auto services, home services, specialty doctors, lawyers, and specialty schools.

They became a Yelp Advertising Partner in July 2017.

### Mahalo Consulting + Yelp

Diana says that she started seeing results in the first month of Mahalo's partnership with Yelp. Providing an appealing additional service has helped her bring in more clients, particularly new businesses.

*"Since Yelp has requirements to be a certified partner, the credibility of the certification helps my agency stand out and also helps build credibility when I am giving my clients recommendations."*

—Diana Giess, CEO, Owner, & Founder, Mahalo Consulting

The agency is able to build immediate trust with their clients because they see people contacting them through Yelp after they start Yelp Ads. Giess believes that one of the strongest benefits of the Yelp partnership is that it gives her more credibility with her clients. In addition, Mahalo Consulting has found success with the centralized dashboard. It saves the agency time since they're able to move photos around and control their ad spend in one place. *"It allows me to take more of a consultative approach and it helps me build loyalty with my clients,"* says Giess.

*"A win-win for both my agency and my clients."*

—Diana Giess, CEO, Owner & Founder,  
Mahalo Consulting

Interested in becoming a Yelp Advertising Partner? [Contact us at agencysupport@yelp.com](mailto:agencysupport@yelp.com) to learn more