

THE **GRIT** GROUP



Results You Can Clearly See



01

CRM Customization and integrated dashboard built

113%

Lead increase in first 90 days

24%

Decrease in cost per lead from month 1 to month 3

Finding Scale by Going Digital



Labor Panes launched in the early 2000s, and has been successfully scaling a profitable business ever since. While they've tested many different ways to acquire customers, their most successful channel has been direct mail advertising. Even though this traditional channel continues to be effective, Labor Panes was looking to unlock more growth by tapping into the in-market individuals that they know are moving online. A unique part of the challenge Labor Panes presented is that it operates in a franchise-model, with significant seasonality curves that differ by market. This meant there was a lot to consider on how to drive the most value for each franchise, as well as for the overall business.

In late 2019, Labor Panes and Grit collaborated to build a partnership that enabled each franchise to opt-in to a scalable marketing/lead generation plan. This opt-in plan allowed us to create a favorable fee structure for each franchisee that they likely couldn't have found on their own. Partnership in place—Labor Panes' challenge to Grit was simple—build a strategy that drives ROI and make sure we can prove it.

The Window of Opportunity

The first 90 days of our partnership were critical. We needed to prove that digital marketing was key to profitable growth, and we needed the corporate business, as well as each franchisee, to be able to see the proof clearly.

Crystal Clear View

While we live in a world where terms like “big data” are common, structuring your data to be accurate and provide the insights you need, is actually pretty uncommon. To give Labor Panes that “uncommon” advantage, we implemented an analytics ecosystem that included Google Tag Manager, Google Analytics, Form Tracking, Call Tracking and to top it off, an integration with their CRM for a crystal clear view into their data.

We worked alongside their leadership team to create this ecosystem, which now allows us to tell the full story of how each marketing investment is paying off. For example, this gave us the ability to see that a lead was generated by Facebook, from a campaign that featured a cat in rain boots, and that we know it turned into a closed won deal 1-week after the lead came in. This isn't something that most organizations their size are doing—it gives Labor Panes a big competitive advantage—and a better infrastructure to scale their business from.

Labor Panes Monthly Reporting ☆

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Paid Search Overview (Google CPC)									
Month	Apr: 2020	Mar: 2020	Feb: 2020	Jan: 2020	Apr: 2019	MoM	MoP3MA	YoY	
Impressions	12,000	12,000	12,000	12,000	12,000	27,280%	96,750%	12,000%	
CTR	12,000%	12,000%	12,000%	12,000%	12,000%	20,000%	12,000%	12,000%	
Clicks	144	144	144	144	144	12,000%	12,000%	12,000%	
CPC	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	12,000%	12,000%	12,000%	
Visits	144	144	144	144	144	12,000%	12,000%	12,000%	
Form Submits	144	144	144	144	144	12,000%	12,000%	12,000%	
Calls	144	144	144	144	144	12,000%	12,000%	12,000%	
Total Leads	144	144	144	144	144	12,000%	12,000%	12,000%	
Total Cost	\$1,199.96	\$1,199.96	\$1,199.96	\$1,199.96	\$1,199.96	12,000%	12,000%	12,000%	
Cost Per Lead	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	12,000%	12,000%	12,000%	
Form Submit Rate	12,000%	12,000%	12,000%	12,000%	12,000%	12,000%	12,000%	12,000%	
CRM Leads	144	144	144	144	144	12,000%	12,000%	12,000%	
CRM Quotes	144	144	144	144	144	12,000%	12,000%	12,000%	
CRM Jobs (Job \$\$ > 0)	144	144	144	144	144	12,000%	12,000%	12,000%	
Conversion Rate (Jobs / Leads)	100%	100%	100%	100%	100%	100%	100%	100%	
Revenue	\$1,199.96	\$1,199.96	\$1,199.96	\$1,199.96	\$1,199.96	12,000%	12,000%	12,000%	
ROI	100%	100%	100%	100%	100%	100%	100%	100%	

Paid Search Campaign Breakdown (Google CPC) - PREVIOUS MONTH								
Campaign	Impressions	Clicks	Cost	Form Submits	Calls	Cost Per Lead	CRM Jobs*	Revenue*
Charlotte	12,000	144	\$1,199.96	144	144	\$8.33	144	\$1,199.96
Durham	12,000	144	\$1,199.96	144	144	\$8.33	144	\$1,199.96
Charleston	12,000	144	\$1,199.96	144	144	\$8.33	144	\$1,199.96

*3-5 day booking cycle; 3-4 week sales cycle

Paid Search Campaign Breakdown (Google CPC) - CURRENT MONTH								
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Charleston	12,000	144	\$1,199.96	144	144	\$8.33	144	\$1,199.96

*3-5 day booking cycle; 3-4 week sales cycle

Notes

Paid search is currently our top performing platform, pacing to drive a total of \$1.2M for the month at a cost per driving 12,000 for the month of February at a cost per lead of \$8.33. For this month, we are seeing less overall leads (we had to pause campaigns for a bit in the middle of the month to reevaluate tracking with the new website launch) however a much higher conversion rate (jobs / leads).

Charlotte is driving the most volume with 12,000 then charleston and durham both with 12,000. So far, we have seen 144 generated in revenue through this channel, however I would expect this to be higher when we revisit revenue/ROI metrics in April.

Our focus for the first month has been on increasing our impression share (the amount of time our ad shows up). The space is very competitive, especially in the city of Charlotte. The competition is a lot more fierce in the non-brand space, seeing up to 12,000% on our terms. In order to increase impression share, we have slowly worked on increasing our bids (paying more to play) and once we get more data, we can continue to tweak and improve our ad copy which will help improve our quality score which can help improve the position of our ads. We have been improving in this area and have really ramped up our Google Ads volume this month.

Now that we are seeing some volume, our focus will be turned to being more effective with our bids and overall cost per lead.

Negative Keywords: We used learnings from the Orlando account to set up a quality negative keyword list, so haven't had to add much to it yet, but we are keeping an eye on this closely.

Funnel data from Google Analytics, Google Ads, Facebook Ads, Call Tracking, and Google Search Console

By location - full funnel breakdown - from impression to revenue

Insights provided by Grit, sharing the why behind the data, and proposed next steps

Streak-Free Paid Media Focus

Driving growth is never easy, and sometimes it makes sense to pay to accelerate it. Paid Media, including Google and Facebook Ads, are great ways to reach new customers, but if you aren't careful, you can also spend a lot of money very quickly.

To make the most of what were initially modest ad budgets, we focused on the lowest funnel opportunities, Google Search Ads and Facebook Remarketing. The remaining budget we had, we used to launch ads for highly-focused prospecting audiences on Facebook.

We structured campaigns to maximize control over each location's budget, while also building it in a way that we could easily apply account-wide learnings for ad copy, creative, and audiences that were most effective.



Lead Ads & Creative Testing

Looking specifically at Facebook - we knew this was a channel that could bring net new customers by reaching an audience that PPC wasn't getting.

After seeing CPLs over \$100 and ROAS under 1.0 in early months, through a transition to lead ads coupled with testing for the optimal services to promote each season - **we were able to lower CPLs to ~\$50 and see ROAS trending at 3.0 (target).**

Check out some of the ad creative that we tested into over time:

WINDOW HERO
EXTERIOR CLEANING SERVICES

Leverage our team of experts.
Dedicated, Detailed,
Pain-Free

WINDOW HERO
EXTERIOR CLEANING SERVICES

WINDOW HERO
EXTERIOR CLEANING SERVICES

We could not be more thrilled with how beautiful our house now looks, and with how professional the team was.

Suzy F. Clemmons, NC

SAVE \$30
Cool Weather,
Hot Savings

Leave it to Window Hero

Get a Free Quote!

Squeaky Clean SEO

For a location based business like Labor Panes, there are a number of things that you can do to get a leg up on the competition when it comes to SEO. In the first 90 days, we began implementing a strategy that focused on four key areas: Site-wide technical SEO optimizations, location specific page optimizations, SEO article creation, and link building.

While only 90 days in, we don't generally see the true impact of our efforts, but we have already started to see organic traffic increase each month consecutively.



Why You Should Let a Professional Clean Your Gutters

By Tyler Kirk | Gutter Cleaning

Learn About Gutter Cleaning Costs & More

Many homeowners choose to spend an entire weekend cleaning the gutters on their home to save on gutter cleaning costs. However, it's safer and more efficient to hire a professional company to clean them and ensure they're functioning correctly.

How Much Does Gutter Cleaning Cost?

The national average gutter cleaning cost is \$150 for a standard 2 story, 2500 square foot home. Smaller homes can cost as little as \$75-125, while large, high-end homes can cost as much as \$300-\$500 per cleaning. Contractors will generally price gutter cleaning based on the square footage of the house or linear feet of gutters. They also will take into account various factors such as how many stories the house has, any difficulty to access sections, the amount of debris in the gutters, and how long it's been since they've last been cleaned.

Flash Forward - SEO Results from 2020 to 2021



99%

YoY Increase in Organic SEO Sessions

65%

YoY Increase in Organic Phone Calls

104%

YoY Increase in Organic Lead Form Submissions

Growth Takes Grit

Ready to scale your business through digital marketing?
Let's talk about how to drive profitable revenue growth together.

Contact alex@thegritgroup.io to start a conversation today!



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