

# Impact Pest Management

## Case Study

Impact Pest Management was looking for continuous improvement, and that's what they're getting with Lobster Marketing.

### About The Company

Impact Pest Management was founded in 2019 and is backed by over 20 years of pest control experience. Their goal is to deliver a fresh approach to pest control that is unmatched by other companies. They maintain full licensure, and there is no type of pest control that they can't take care of for their residential and commercial customers. Led by their founder, Nathan Frushour, Impact Pest Management believes in a culture of continuous improvement. As a result, along with other recognitions, they have earned both the Elite Service Home Advisor and the Top Pro Thumbtack awards.

### The Challenge

Impact Pest Management was already using the PestRoutes® platform to support their sales, field service, and office work and has built a strong relationship with the company. However, there was still room to grow. Specifically, they were looking to know and understand what was going on in their business. Nathan knew that he would need the data to direct him in growing his pest control business by increasing his customers. Being a certified entomologist, Nathan had all the pest knowledge he needed. Gaining a better view of his business' data and where he should make adjustments was what was lacking.

### The Solution

Impact Pest Management partnered with Lobster Marketing to provide monthly reporting that details online purchases, leads generated, and online reviews. The Lobster Marketing team created a customized landing page that features a unique call tracking number that tracks how many calls originate from their Google My Business listing. In addition, Impact Pest Management began using Local SEO and the Buy Pest Control Online feature from Lobster Marketing to help improve their rank on search engine results pages and sell more services online.

The integration between Lobster Marketing and the PestRoutes platform allows new appointments to easily be added to their technicians' schedules. Furthermore, the Lobster Compass<sup>SM</sup> marketing portal shows each customer's full life cycle by sharing important data to help make future decisions about their marketing spend.

### The Impact

Impact Pest Management's services are easily found and purchased online. With access to the Lobster Compass marketing portal, the team can see their marketing ROI. Their Google ranking has increased along with the amount of activity on their website. The team is enabled to make informed decisions to grow their business, the type of continuous improvement that fits their company culture. And the numbers speak for themselves as Impact Pest Management's Annual Recurring Revenue (ARR) is up 147%, along with their Return on Marketing Spend up 146%.



# IMPACT

## pest management

"I have enjoyed working with Lobster Marketing for just a few months. I have had a lot of questions getting started, and they have been very patient and responsive in helping me understand the process. Now, I have a great looking website with tons of functionality and activity increasing every month."

**Nathan Frushour, Owner**

[www.ipmpros.com](http://www.ipmpros.com)

Impact Pest Management  
723 S Highpoint Dr.  
Saratoga Springs, Utah 84045



Since implementing Lobster Marketing's tools with PestRoutes, Impact Pest Management:

- ✔ Experienced a 147% growth in ARR
- ✔ Ranks higher on Google and experiences more traffic on their website
- ✔ Knows their marketing ROI is up 146% because of the Lobster Compass marketing portal