

Bug Head Pest Control

Case Study

Bug Head Pest Control desired to grow their business. With tools from Lobster Marketing, they have done that and more.

About The Company

Bug Head Pest Control is the result of merging two pest control companies: Bug Head, initially founded in 2010, and Vitero Pest Control, established in 2016. This family-oriented pest control business takes pride in providing exceptional customer service to both residential and commercial customers in the Dallas-Fort Worth metro area. With the company's mission to do things right the first time so that their customers don't have to keep calling, Bug Head Pest Control is the number one rated pest control company in their area on Yelp. They care about their customers' families and specific pest control needs, and their service shows it.

The Challenge

Bug Head Pest Control wanted to expand their customer base. They were working with another marketing service but still saw gaps that prevented the success they desired. Having worked with PestRoutes for two years, they had experienced the benefits of automating their field service operations, billing, and customer communications. They had the data they needed to make their business more efficient; they now needed the tools to expand their customer base.

The Solution

Bug Head Pest Control took advantage of Lobster Marketing's Local SEO with Buy Pest Control Online and optimized their Google My Business listing to gain better search engine results. This made it easier for new customers to find them online. Since the Lobster Marketing platform fully integrates with PestRoutes® software, Bug Head Pest Control could immediately view their transactions and reporting. They now had access to the necessary data and tools that would show them the full lifecycle of their customers and enable them to make strategic use of the information to achieve their growth goal.

The Impact

Since partnering with Lobster Marketing, Bug Head Pest Control is up 25% in overall revenue with a 30% increase in the number of lead forms completed, a 42% increase in calls, and a 31% increase in online buys. With the Lobster CompassSM marketing portal, Bug Head Pest Control can see exactly where their money is going, and based on the numbers, the investment is worth it. Business is up, and costs are down. Their return on marketing spend increased by 46%, and their cost per paying customer is down 44%.



"The Lobster Marketing teams have done a great job."




Jeremy Hunter, Owner

www.BugHeadPest.com

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Since partnering with Lobster Marketing and integrating with PestRoutes, Bug Head Pest Control has:

-  Increased the number of calls and online buys
-  Raised their overall revenue
-  Decreased the amount of money spent on paying customers